

SHAW) MEDIA

INSIDE VIEW

FALL 2012

THE FALL SEASON

FEATURING: MORE STARS THAN EVER!



Global News Spotlight

Page 10

Thoughts from some Key Clients

Start on Page 29

Extend Your Reach!

Shaw Premium Audience Network (SPAN)

comprises the many Shaw Media owned and operated premium broadcast digital properties, as well as a diverse and growing portfolio of content-rich, brand-name partner sites such as AETV.com, AccessHollywood.com, NBCSports.com, BravoTV.com, CNBC.com, CBS.com, CBSSports.com, CNET, and GameSpot.

Monthly Average*:

- With 10.3 Million Total Unique Visitors, **SPAN** reaches 40% of the Total Internet Audience!
- On average, a visitor spends 27 Minutes on **SPAN**
- 354 Million Page Views
- Over 51 Million Videos served monthly

Data Source:

*ComScore Media Metrix and Video Metrix, January 2012 to March 2012 (3M Average), Base: Total Canada, 2+ Audience



For more information visit Digital.Shawmedia.ca

INSIDE VIEW

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THIS IS OUR SEASON!

The fall television season is—without a doubt—the most important season of the year, and Global will deliver an unbeatable lineup with un-paralleled star power and the most compelling dramas on TV. *Hawaii Five-0*, a breakout hit from day one, returns for its third big season, while Global's unbeatable *NCIS* and *NCIS:LA* is joined – all in simulcast – by the all new *Vegas* starring Dennis Quaid and Michael Chiklis. The world's longest running reality show returns with *Survivor: Philippines* on the same night as Global's new addition, *Chicago Fire*. *Glee* moves to a new night and is joined by *Last Resort*, starring André Braugher and Scott Speedman along with *Elementary* with Jonny Lee Miller and Lucy Liu in the lead roles.

Global leads on the news front as well by investing in our technologies and facilities, adding new programs, expanding our coverage coast-to-coast and launching a "game-changing" new website that will revolutionize the online experience for Canadian viewers.

THIS IS GLOBAL!

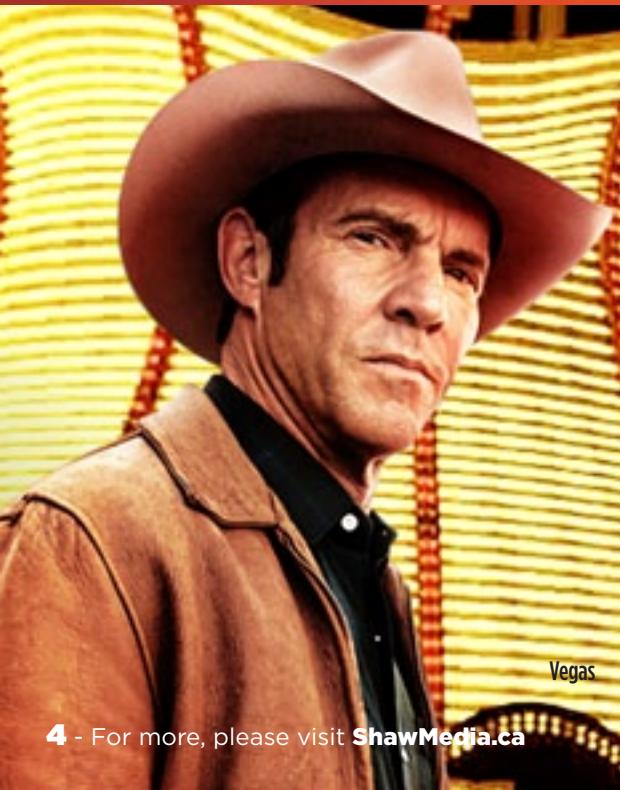
new dramas

Elementary Thursdays – 10PM ET/PT

A modern-day take on *Sherlock Holmes* (Johnny Lee Miller, *Dexter*), the iconic detective is taking on New York City. Just out of rehab, he's been assigned to live with his worst nightmare – sober coach, Dr. Joan Watson (Lucy Liu, *Charlie's Angels*). The chemistry between Holmes's unsurpassed skill of deduction and Watson's medical expertise makes for a challenging work environment but they come together to create a unique dream team for solving the NYPD's most impossible cases.

Vegas Tuesdays – 10PM ET/PT

Dennis Quaid and Michael Chiklis star in this character-driven 1960's period drama inspired by the true story of Ralph Lamb (Quaid), a cowboy turned sheriff of Las Vegas, and Johnny Savino (Chiklis), a Chicago mob fixer. In a vast desert with unlimited opportunities, where no man is all good or all bad, Savino's entrepreneurial vision collides with the law-and-order mandate of the sheriff. Academy Award-nominated writer Nicholas Pileggi (*Casino* and *Goodfellas*) is the creative mind behind this compelling new drama.



Last Resort **Thursdays – 8PM ET/PT**
 500 feet beneath the ocean's surface, the U.S. ballistic missile submarine Colorado receive their orders. Over a radio channel, designed only to be used if their homeland has been wiped out, they're told to fire nuclear weapons at Pakistan. When Captain Marcus Chaplin (Andre Braugher, *Salt*) and XO Sam Kendal (Scott Speedman, *The Vow*) refuse to fire without confirmation of the orders, the Colorado is targeted, fired upon, and hit. With nowhere left to turn, Chaplin and Kendal take the sub on the run and bring the men and women of the Colorado to an exotic island. Here they will find refuge, romance and a chance at a new life, as they try to clear their names and get home.



Made in Jersey **Fridays – 9PM ET/PT**
 When a brassy street-wise lawyer joins a posh Manhattan law firm, she lowers expectations at first sight. But, despite her white-collar colleagues' skepticism and her Italian family's well-meaning but constant intrusions, she rises to the challenge. She defends her clients with her distinct brand of legal strategy, intelligence, and Jersey attitude.



Chicago Fire **Wednesdays – 10PM ET/PT**

No job is more stressful, dangerous or exhilarating than those of the Firefighters, Rescue Squad and Paramedics of Chicago Firehouse 51. The unique situation of this one of a kind station house and the enormous responsibilities of the job take a personal and professional toll on the team. When a tragedy claims one of their own, there's plenty of guilt and blame to go around. In the middle of a divorce, Lt. Matthew Casey (Jesse Spencer, *House M.D.*) tries to go about business as usual but can't help butting heads with the brash Lt. Kelly Severide (Taylor Kinney, *The Vampire Diaries*) of the Rescue Squad – and each blames the other for their fallen team member. When it's "go-time" though, they put aside their differences and put

everything on the line for each other. From renowned Emmy®-winning producer Dick Wolf (*Law & Order* brand) and the writing team behind *3:10 to Yuma* comes an edge-of-your-seat view of a dirty job that often means the difference between life and death.

GlobalTV.com

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- #1 in average time spent for A18-49 and F18-49 among conventional sites with 30 minutes and 31 minutes per visitor respectively.
- GlobalTV.com is #1 in composition of F18-49 among conventional sites at 39% (147 Index)
- The newly-redesigned GlobalTV.com homepage boasts a simplified layout to highlight the site's most popular content. The page also features a more dynamic rotator, including deep links into show sites containing the latest episodes, photo gallery, blogs, or contests.
- 1,800,000 Total Unique Visitors/month for the website as well as the Global Video App
- 43,000,000 Video Views/month; up 25% year over year!
- With an average of 400,000 users every month, Global Universal Video App now has over 1 million downloads to date! It is the highest rated Free Entertainment App for both iPhone and iPad among Canadian broadcast apps. Furthermore, it continues to be the #1 featured and garners the highest popularity in the Great Canadian Apps - TV Category.
- With over 100,000 downloads to date in just 6 months, Global News Skytracker Weather App is a top 5 Free Weather App for both iPhone and iPad.



Source: Unique Visitors data comScore Media Metrix, Total Universe Report May'12, 2-month average data. Video and Profile Data comScore Inc. Media Metrix. May'12 3-month average data. Global Universal Video App from iTunesConnect for downloads and Google Analytics for all other metrics, data as of May'12. Skytracker App data from iTunesConnect, data as of Jun'12. Conventional sites includes CTV.ca, CBC.ca and CityTV.com

new comedies

Go On Wednesdays – 9PM ET/PT

Matthew Perry (*Friends*) is back as the king of sarcastic comedy in a new half hour series where misery loves company. After taking some time off, sportscaster Ryan King – who recently lost his wife in a car accident – is now ready to get back to work. And while he seems like his same old charming, cocky self, his boss won't put him back on the air until he seeks counseling. So, Ryan reluctantly joins a support group with one goal in mind: get in, get out and get back on the radio as quickly as possible. From the Emmy-winning writer and executive producer Scott Silveri (*Friends*) comes a new series that proves grief can be good.

Guys With Kids Wednesdays – 9:30PM ET/PT

From Emmy winner and executive producer Jimmy Fallon comes a new comedy about three thirty-something dads trying to hold on to their youth, while holding onto their new babies' hands. Easy, right? Thankfully, Chris (Jesse Bradford, *The West Wing*), Nick (Zach Cregger, *Friends with Benefits*) and Gary (Anthony Anderson, *Law & Order*) have each other to help navigate their survival as new dads, while still trying desperately to remain dudes. Balancing work or staying at home, painfully married or happily divorced, they know that taking care of the little ones while maintaining a social life is a daily challenge.

Animal Practice Sundays – 7PM ET/PT

Meet Dr. George Coleman (Justin Kirk, *Weeds*), a top-dog New York veterinarian. With an unorthodox style of operating, George's success comes from his undeniable gift with animals of all kinds. That is, all but the human kind. Dorothy Crane once held the key to George's heart, but today she also holds the key to the family business as she takes over Crane Animal Hospital. Not only is she George's new boss, but her romantic history with him and her lack of experience with animals is seriously cramping his style. Dorothy is whip-smart and ambitious, and she's going to make George pay for the past. Needless to say, he's determined not to make any changes in his (animal) kingdom -- which includes poker games with a resident capuchin monkey.



Go On



mid-season additions

The Job

From reality show masters Michael Davies (*Who Wants to Be a Millionaire*) and Mark Burnett (*Survivor*) comes a new reality series, *The Job*, in which every week talented candidates are chosen from across the country for a chance to win their dream job. Host Lisa Ling guides participants through several challenges ranging from an on-the-spot quiz to assess their knowledge of the company to deadline-driven tasks while spending a day on the job. But the candidates aren't the only ones in the hot seat. Adding to the pressure, a rival company is also present and waiting for an opportunity to swoop in and steal any of the contenders. The participant must then decide immediately whether they will take the rival's offer or stay in the competition in the hope that they are the last one standing for this once-in-a-lifetime job opportunity.

Save Me

Welcome to the Midwestern suburbs, where exciting things never happen. Well, almost never. After a near-death experience (choking on a hero sandwich), Beth (Emmy nominee Anne Heche, *Hung*) is revived only to realize she now has a direct line to God. Of course, her husband Tom (Michael Landes, *Final Destination 2*) is skeptical and dismissive – and his mistress (Alexandra Breckenridge, *American Horror Story*) is stunned to learn that her lover's wife is now a prophet! But when inexplicable things begin to happen, everyone's beliefs are tested. Beth starts to say and do things that shock her family and entrance her friends, but she isn't going to be your typical "fire and brimstone" prophet.

key returning programs

- **Bones** MONDAYS AT 8PM ET/PT
- **Parenthood** NEW NIGHT & TIME MONDAYS AT 9PM ET/PT
- **Hawaii Five-0** MONDAYS AT 10PM ET/PT
- **NCIS** TUESDAYS AT 8PM ET/PT
- **NCIS: Los Angeles** TUESDAYS AT 9PM ET/PT
- **Survivor: Philippines** WEDNESDAYS AT 8PM ET/PT
- **Glee** NEW NIGHT & TIME THURSDAYS AT 9PM ET/PT
- **Touch** NEW NIGHT & TIME FRIDAYS AT 8PM ET/PT
- **16x9** NEW NIGHT & TIME FRIDAYS AT 10PM ET/PT
- **Saturday Night Live** SATURDAYS AT 11:30PM ET/PT
- **The Cleveland Show** SUNDAYS AT 7:30PM ET/PT
- **The Simpsons** SUNDAYS AT 8PM ET/PT
- **Bob's Burgers** SUNDAYS AT 8:30PM ET/PT
- **Family Guy** SUNDAYS AT 9PM ET/PT
- **American Dad** SUNDAYS AT 9:30PM ET/PT
- **The Good Wife** SUNDAYS AT 10PM ET/PT
- **Entertainment Tonight** WEEKNIGHTS AT 7PM ET/PT
- **ET Canada** WEEKNIGHTS AT 7:30PM ET/PT



key returning specials

- **Canada's Walk Of Fame** SHAW MEDIA ORIGINAL
- **The Victoria's Secret Fashion Show**
- **39th Annual People's Choice Awards**
- **19th Annual SAG Awards**
- **55th Annual GRAMMY Awards**

daytime

The Jeff Probst Show

WEEKDAYS AT 2PM ET/PT

The Jeff Probst Show is a one-hour talk show that will cover topics ranging from relationships and family dynamics to newsmakers of the day, families and individuals facing challenges. Probst has hosted all the editions of Global's reality hit *Survivor* since its inception 11 years ago, and is currently an Executive Producer for the show. Probst was a regular fill-in for Regis Philbin on *Live With Regis and Kelly*, and a regular guest host for Larry King on *Larry King Live*. Probst will also executive produce his new daytime series.



The Jeff Probst Show

The Ricki Lake Show WEEKDAYS AT 3PM ET/PT

The Ricki Lake Show brings a familiar, welcoming face back to television. Ricki is someone who seems to have done it all – starred in classic movies like *Hairspray*, appeared in classic TV shows like *Buffy The Vampire Slayer* and *China Beach*, and of course hosted her own talk show. This time, Ricki will cover topics that interest the modern day woman. This is a new Ricki – reflecting where she and her audience are now in their lives. Ricki is not an expert. She's not a doctor, therapist or a super homemaker – she's a working mom trying to figure life out, and inviting her audience along for the ride.

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)



- *Glee* viewers are more likely to keep up with changes in style and fashion (128) and like to change their appearances with cosmetics (134). They are excited about the development of new technologies (113), they tend to go to the movies a lot (110) and are interested in traveling to unfamiliar vacation destinations (113)
- *Survivor* viewers are more likely to believe Canadian beer is the best beer in the world (113) and follow at least one sport during its season (120). They often reward themselves with a snack (120), believe that if you want quality, you generally have to buy branded products (121), are always the first of their friends to try new products (119) and have a keen sense of adventure (111)
- *NCIS: Los Angeles* viewers are more likely to get quite attached to their cars (117), are good at fixing mechanical things (120), always have an accurate account of financial commitments (114) and really enjoy shopping for clothes (121)
- Sunday animation viewers* are more likely to buy products that offer the latest in new technology (122) and are usually the first of their friends to try new products (124), believe that Canadian beer is the best beer in the world (113), are more spenders than savers (114), go to the movies a lot (133) and follow at least one sport during its season (116)
- *Big Brother* viewers are more likely to look for designer labels when shopping for

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population * includes *Simpsons*, *American Dad* or *Family Guy* viewers

Key Research Findings

- Global's share has increased 3% year over year (A18-49)
- It has grown its position in the Top 20 nationally with 6 in the Top 20 vs. 4 in Spring 2011 (A18-49)
- Renewed for its 4th season, Tuesday's #1 show *Glee* skews to the key advertising demos with larger households and higher incomes
- *Hawaii Five-0* audiences are up 20% in its sophomore season (A18-49); Season finale episode won the night nationally with 2.7 million viewers

Source: BBM Canada PPM, Aug29/11-May27/12 vs. Aug30/10-May29/11 / Jan3/11-May29/11 vs. Jan2-May27/12 / Sep12-Dec18/11, English Canada, Ind. 2+ AMA unless otherwise noted, A18-49 Shr% of CDN Commercial TV, Mo-Su 2a-2a, English Stations Only, rankers based on 3+ airings

- clothes (123) and do not feel complete without a perfume/fragrance (126), spend time looking at household decorating ideas (112), go to the movies a lot (119), and believe that brand names are the best indicator of quality (143)
- *SNL* viewers live a fairly hectic lifestyle (112), enjoy entertaining (125), tend to go to the movies a lot (131), enjoy being extravagant (133), enjoy keeping fit (118) and like activities that push their mental/physical limits (122)
- *ET/ETC* viewers are more likely to really enjoy shopping for clothes (134) and do not feel complete without a perfume / fragrance (140), spend time looking at household decorating ideas (130), enjoy entertaining (114), tend to go to the movies a lot (117) and consider themselves to be very brand loyal (112)
- *Y&R* viewers are more likely to keep up with changes in style & fashion (126) and like to change their appearance with cosmetics (127), spend time looking at household decorating ideas (120), enjoy entertaining at home (112) and reward themselves by having a snack (118)
- *Global Morning News* viewers are more likely to change their appearance with cosmetics (116), do not feel complete without a perfume/fragrance (138), often reward themselves with a snack (110), love to cook (108), and believe that brands that advertise are better quality than brands that don't (133)

- *NCIS: Los Angeles* ranks in the top 20 programs nationally
- *Bones* is Monday's 2nd most watched show with audience gains of 11% over last Fall with 804,800 viewers (A18-49)
- *Survivor* is Wednesday's #1 show outperforming the competition by 41%-52%
- *Rookie Blue*'s premiere brought in 1.3 million viewers nationally (2+ Nat)

GLOBAL 2012 FALL SCHEDULE

Global 

	MON	TUE	WED	THUR	FRI	SAT	SUN
8	 BONES (x)	 NCIS (x)	 SURVIVOR (x)	 LAST RESORT (x)	 TOUCH (x)	 RECIPE TO RICHES (x)	 THE SIMPSONS (x)
9	 PARENTHOOD (pre)	 NCIS:LA (x)	 GO ON (x)	 GUYS WITH KIDS (x)	 GLEE (x)	 MADE IN JERSEY (x)	 FAMILY GUY (x)
10	 HAWAII FIVE-0 (x)	 VEGAS (x)	 CHICAGO FIRE (x)	 ELEMENTARY (x)	 16x9 (x)	 CLOSE UP (x)	 THE GOOD WIFE (part)

Spotlight on Global News



As we head into the fall and onward into 2013, Global News is continuing on a path of unparalleled expansion. The successful launch of several key local and national programs throughout the year has helped grow and diversify the way Canadians access their news. This growth has also helped set the foundation which Global News will continue to expand upon in the future.

Last year was a period of unprecedented growth for Global News. During this time, we launched a new national political program *The West Block with Tom Clark*, expanded our newsmagazine program *16x9* to one hour, and grew local coverage with the launch of morning shows

in four markets across the country. Moving forward, **Global News** is showing no signs of slowing down.

To continue building on this momentum, Global News is forging ahead with the creation of several innovative and integral programs designed to further position us as a Canadian news powerhouse.

This Fall, Global News will be launching new local programs in each of its community stations across the country. Beginning Monday, August 20th, **Global Regina**, **Global Saskatoon** and **Global Winnipeg** will see the launch of a new, one-hour **News Hour Final** evening newscast.



Created by combining the half-hour **Prime News** and **Evening News** in each market, this new cast will provide viewers with the only one-hour primetime local newscasts in the country.

One week later, **Global Toronto** will launch a new lunchtime news cast, appropriately-named **News at Noon**. Moving away from a simple retelling of the news popularized by our competitors, **News at Noon** will focus both on the news of the day, as well as lifestyle and community stories. That same day, **Global BC**, **Global Calgary** and **Global Edmonton** will see the expansion of their dominant Morning News casts with the creation of the one-hour **Early Morning News**. This Fall's launches will also include a new morning

show launched at **Global Montreal**.

Global Maritimes will debut a new morning show as well this fall, but before that happens, the station will have its hands full launching a new, state of the art downtown Halifax studio space. Opening this October, the Gottigen Street media facility will provide the station with a crucial downtown Halifax hub

that will further connect **Global Maritimes** with the community. The new facility is designed to be a sleek, modern and sophisticated base of operations for all news gathering efforts in and around the Maritimes.

From the East Coast, we return to the West Coast, where we'll also see big things coming out of **Global BC** with the launch



In this photo (left to right) is current Halifax Mayor Peter Kelly, Global News' Eastern Regional Director Mike Omelus, Halifax City Councillor Dawn Sloane, and Senior Vice President, News and Station Operations Troy Reeb.

of Global News' first-ever all news channel, **Global News: BC 1**.

After receiving CRTC approval this July, we're well underway with the construction of our new channel, aiming for a January, 2013 launch.

Global News: BC 1 will provide B.C. viewers with the day's top local, national and international news, compiled by the region's dominant award-winning team of reporters and producers.

Perhaps the biggest and most dramatic addition being planned for Global News this year is the reimaging of our online news portal **GlobalNews.ca**. Using the latest technology in web design, Global News will circumvent the clunky, expensive and maintenance-heavy news apps favoured by many Canadian broadcasters to create its own 24-hour online digital news source that can be optimally viewed on any platform. This means that, unlike the competition, Global



News' mobile presence will provide Canadians with the news in a manner most conducive to online viewing, and not merely as a text-heavy afterthought. **GlobalNews.ca**'s new redesign is expected to launch early in 2013.

By building on the foundations set down throughout the past year, Global News is continuing to grow and expand in new and exciting directions. Our commitment to local programming has seen Global News expand at a rate unmatched by the competition, while our innovative push to reinvent how we deliver the news to Canadians will keep us ahead of the curve for years to come. We're excited to see what the future will bring.



HGTV is the hottest address for the most compelling and entertaining stories about the connections people have with the places they call home. **HGTV's** hit series follow people through the emotional highs and lows of reno rescues, jaw-dropping transformations and property pursuits with the channel's most trusted celebrity hosts and experts by their side. Home is where the drama of life unfolds, and **HGTV** is there to capture it all.

HGTV is a trademark of Scripps Networks, LLC used with permission.

Holmes Makes
It Right



new series

Holmes Makes It Right Mike Holmes

In this brand-new series, Canada's most trusted contractor helps unfortunate homeowners whose homes, lives and finances have been brutally disrupted by disastrous events and renovations. Mike Holmes takes on catastrophes that would make other contractors run. With the same commitment to high standards that is at the forefront in *Holmes on Homes* and *Holmes Inspection*, *Holmes Makes It Right* will feature Mike at his hands-on best – strapping on a tool belt, and helping desperate homeowners.

Four Houses Canada

In *Four Houses Canada*, four proud homeowners open their doors to each other and prepare to critique and be criticized. It's the ultimate open house experience...and absolutely nothing is off limits! They'll judge each other's houses in terms of style / design, livability, originality and overall impression, and secretly score each other. The homeowner with the highest score wins a cash prize, a spread in *Style at Home* magazine and bragging rights.

House Hazards

House Hazards is the home-shattering new show where anything that CAN happen to a home WILL happen. We've all experienced minor home hazards – from setting fire to a pan in the kitchen to leaving the bath taps running and flooding the bathroom floor. But what are the absolute worst-case scenarios that could happen in a domestic setting? In this exciting new show, we put a mind-boggling array of potential home hazards to the test – in a real house.

White Room Challenge David Bromstad

Up-and-coming and established designers from around the country compete to create the most original, eccentric and outrageous white rooms you've ever seen, made from strange or unusual items. The grand prize? \$10,000 in cash! Hosted by David Bromstad and a judging panel headed by Jamie Durie, this is sure to be fast-paced, fresh and full of creative makeovers!

Celebrities at Home

Hosted by Nancy O'Dell, co-host of *Entertainment Tonight*, *Celebrities at Home* gives fans an inside look at the interiors and exteriors of celebrity homes. This season features celebs like Backstreet Boys' AJ McLean, country singer Naomi Judd, *Days of Our Lives* star Deidre Hall, fashionista and comedian Melissa Rivers and more.

Live Here, Buy This

What if you up and sold everything? Where could you afford to live and how? *Live Here, Buy This* tantalizes homeowners with properties around the world that equal the cost of their current home. *Live Here, Buy This* makes your life-long fantasy a tangible reality. We'll show you what your life could look like in paradise!



Live Here, Buy This

HGTV.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- HGTV.ca ranks #1 in the "Community-Home" category for time spent by F18-49 (17 average minutes per visitor; up 178% YoY)
- More than half (57%) of the site's visitors belong to the highly desirable A18-49 demo, and 35% of HGTV.ca visitors fall within the F25-54 demo (Index 138 vs. Total Internet)
- Viewers are consuming more videos than ever before! In May 2012, over 1,100,000 video views were delivered to HGTV.ca viewers; a record high and YoY increase of 70%. This growth was largely driven by viewer favourites *House of Bryan*, *Summer Home*, *Property Virgins*, and *Income Property*, which each generated 100,000+ video views in May 2012 (comprising 47% of total video views).
 - Be a part of the brand new/re-designed HGTV.ca! The revamped site offers sponsorship opportunities for every show, main vertical landing page, and a better-than-ever blog, plus some new opportunities including a "Photos" section packed with images from all your favourite HGTV.ca shows and designers. A shiny new video center is also a key feature of the re-designed site.
- Coming This Fall: Full episode streaming of the second seasons of highly successful programs *Leave it to Bryan*, and *Urban Suburban*. Plus, popular host Mike Holmes returns to HGTV.ca with a brand new show, *Holmes Makes It Right*, and the show's site will feature full-episode streaming, web exclusives, as well as image galleries.
- HGTV.ca averages:
 - 244,000 Unique Visitors/Month; 21% YoY increase
 - 2,800,000 Page Views/Month; 14% YoY increase



Source: comScore Inc. Media Metrix, Mar.2012 to May 2012 (3-month average) data for Unique Visitors, Time Spent, and Profile data. Omniture Site Catalyst, Mar.2012 to May 2012 (3-month average) data for Page Views and Video Views. Ranking is based on sites within comScore's "Community-Home" category with over 10,000 F18-49 unique visitors.

new seasons



Leave It to Bryan **Bryan Baeumler**

Homeowners get a much needed reality check in the ultimate reno tug of war between wants and needs! Couples pitch veteran contractor Bryan Baeumler the spaces they want renovated the most, but leave Bryan with the final verdict. With Bryan making his choice based on the biggest need, priorities clash and reno dreams are put on pause. Watch as homeowners are forced to re-evaluate their reno expectations and how Bryan takes their renovations from gut to glory.

Urban Suburban

Sarah Daniels & Philip DuMoulin

Homebuyers across the country face a common dilemma: where do you buy your dream home? Do you live in a smaller space in the heart of the city, or do you move to the suburbs, where you get more space for your buck? Guiding the way are realtors Sarah Daniels and Philip DuMoulin. Philip champions city living, while Sarah reveals the perks of life in the suburbs. Each week, the lively brother and sister team meet prospective homebuyers, and help them to determine their real estate needs.

Kitchen Cousins

Anthony Carrino & John Colaneri

Everyone wants to have their dream kitchen, and it's the *Kitchen Cousins*' job to make it a reality! Anthony Carrino and John Colaneri run a New Jersey-based family construction company that focuses on turning mediocre kitchens into masterpieces.

Leave It to Bryan



Urban Suburban

House Hunters

House Hunters takes viewers behind the scenes as individuals, couples and families learn what to look for and decide whether or not a home is meant for them. Focusing on the emotional experience of finding and purchasing a new home, each episode shows the process as buyers search for a home.

House Hunters International

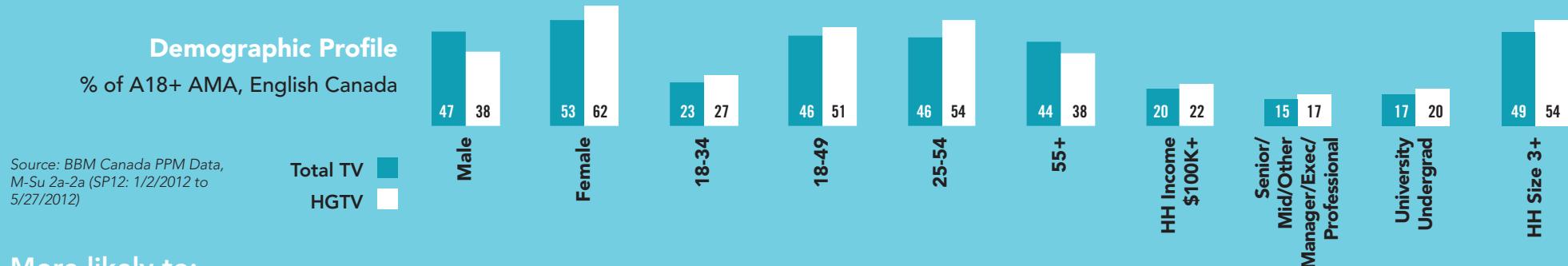
This spinoff of the wildly popular HGTV *House Hunters* globe trots from Sao Paolo to Prague. Home hunters and their real estate agents check out all sorts of architectural styles and work through the idiosyncrasies of buying real estate in other countries. In any language, home buying is an emotional experience.

HGTV Specials

As part of our exciting fall line-up, HGTV will air a series of weekly specials including *Cool Pools*, *Million Dollar Closets*, *Extreme Homes*, *Celebrity Motor Homes*, *Home Strange Homes*, *You Live in What?*, *I Brake for Yard Sales*, *Flea Market Flip*, *Celebrity Vacation Homes*, *Million Dollar Rooms*, and much more.



Audience Profile



More likely to:

- Attend a wine & cheese (237) or home (198) show/exhibition and enjoy entertaining at home (139), baking from scratch (136), or gardening (150)
- Try to keep abreast of changes in style & fashion (120) and enjoy shopping for clothes (122)
- Try to avoid eating foods that contain trans fats (114) and participate in such activities as aerobics (129), exercising at home (120) and visiting a health/fitness club (137)
- Spend \$150+ on food shopping in an average week (108), purchase condensed (122) or ready-to-serve (117) soup, packaged pasta/pasta sauce (114), flavoured pasta/noodles & sauces (116), frozen potato (117) or pizza (115) products, breakfast items such as toaster products (119), instant hot cereals (119), rolled oats/oatmeal/hot cereals (111), granola/cereal/muffin bars (116) or pancakes (116)
- Spend \$4,000+ on their last vacation (112), traveled outside Canada 2+ times in the past year (127), enjoying such activities as shopping (125), taking in the night life (145), visiting a theme park/zoo (119), national/state park (140), museum/art gallery (128), going to the beach (131) or taking a hiking/adventure tour (125)
- Spend \$5,000+ on home improvements (135) including upgrades to flooring/carpeting (136), cabinetry (150), landscaping (159), plumbing/heating/air conditioning (128), windows/doors/insulation (127) and decorating (154)
- Rarely make a financial move without consulting an expert (120), have taken steps to ensure a sufficient income for retirement (122), investing in mutual funds (139), RRSPs (137) or stocks/bonds (126), have 2+ credit cards (126), a mortgage (126), a loan/line of credit (126), life (126) or homeowners/personal property (128) insurance
- Own/lease 2+ cars (122), purchase new vehicles (114), spend \$40,000+ on a vehicle (135) and have their vehicles primarily serviced by the car dealership (117)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- HGTV enjoyed double-digit growth across multiple target groups vs Spring 2011
- Top 10 ranked across multiple demos, and is the #1 non-sports Specialty network among W25-54
- *House of Bryan*, *Leave It To Bryan* and *Canada's Handyman Challenge* all set average audience records for this network among key target groups
- *Holmes Inspection* also ranked in the Top 10 on HGTV for Spring 2012, building audiences for a new Mike Holmes program debuting this Fall – *Holmes Makes It Right*
- *Canada's Handyman Challenge* has been renewed for another season

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted



Food Network is Canada's favourite destination for entertaining and inspiring food-related experiences. From engaging, passionate chefs to dramatic culinary competitions and behind the scenes access to the food industry, **Food Network** serves up an appetizing schedule showcasing popular programs from Canada, the U.S., Britain and around the world.



new series

SugarStars

In this new real-life sitcom, we follow the hilarious antics of dessert divas and owners of Toronto's Petite & Sweet, Elle, Casper, Yolanda and Antonella. In the sugary world of over-the-top confectionary creations, these friends-turned-business partners design elaborate and eye-popping 'sweet tables' for the biggest events and stars in town.

Restaurant Takeover

In a fresh take on Food Network's popular *Restaurant Makeover* series, *Restaurant Takeover* challenges two restaurant industry top guns to help rescue a failing restaurant. With the help of hidden cameras, each local chef and designer duo go undercover to find out just why each restaurant is in need of a refresher. They are then put to the test with just six days to overhaul and re-launch a local eatery for review by the toughest critics – their customers.

Restaurant Takeover



Chef Michael's Kitchen

In *Chef Michael's Kitchen*, Chef Michael Smith goes back to basics – with a twist! In every episode, Chef Michael solidly establishes the basics of a classic dish, ingredient or cooking technique and then shows viewers how easy it is to add a personalized twist. Chef Michael continues to inspire viewers to impress themselves in their own kitchens!

Food Factory

In an eye-opening new show, *Food Factory* gives viewers a behind-the-scenes glimpse of production lines to see just how our food is really made. This revealing new series allows viewers to see the fascinating and tasty world of food production by discovering the ingredients, techniques and manufacturing processes that go into making some of our favourite treats.

Cupcake Champions

Cupcake Champions will pit 16 of *Cupcake Wars* best and most memorable winners against each other in a tournament to name the ultimate cupcake champ. These bakers are the best of the best and if they want to survive this war, they will have to bake their hearts out to win 50,000!

3 Days to Open with Bobby Flay

Bobby Flay is out to save new food businesses that face the risk of losing it all before their doors can even open. With only three days until opening, Bobby shares his expertise with new restaurateurs who have no prior experience in the high stakes world of food. With everything on the line – including savings, livelihood, and integrity – Bobby's help is more crucial than ever.

Chuck's Week Off

Chef Chuck Hughes is hungry for a break from his daily grind, so he's heading to Mexico and cruising across the country in an open-air jeep in search of culinary adventures.

Chef Wanted With Anne Burrell

Chef Anne Burrell is putting four executive chef candidates through the toughest job interview of their lives with the goal to see which one is ready to run the restaurant.



foodnetwork.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- In May 2012, Foodnetwork.ca reached a milestone with the most monthly video views (829,000; 81% YoY increase) delivered in the site's history. *Top Chef Canada*, which accounted for 62% of Foodnetwork.ca's total video views, fuelled this growth.
- More than half (54%) of Foodnetwork.ca's visitors are A18-49 and one-third (33%) of visitors are F18-49 (Index 125 vs. Total Internet)
- The competitive reality series *Recipe to Riches*, which generated over 890,000 page views during its first season run, returns in October 2012 with a newly refreshed show site, full-episode streaming, and more winning recipes!
- The always popular and revitalized *Back-To-School Guide*, which will focus on family-friendly recipes and ideas, is the perfect opportunity for advertisers to align their brand with engaging content.
- Foodnetwork.ca averages:
 - 422,000 Unique Visitors/Month
 - 4,200,000 Page Views/Month



Food Network iPhone app

Source: comScore Inc. Media Metrix, Mar.2012 to May 2012 (3-month average) data for Unique Visitors, Time Spent, and Profile data. Omniture Site Catalyst, Mar.2012 to May 2012 (3-month average) data for Page Views and Video Views.

new seasons



Restaurant Stakeout

Follow tough-love restaurateur Willie Degel as he busts the bad habits of struggling restaurants on Food Network's *Restaurant Stakeout*. See what really happens when waiters, bartenders, kitchen and service staff think no one is watching.

Diners, Drive-Ins and Dives

Join Guy Fieri as he visits some of these classic "greasy spoon" spots, from a shack on the side of the road in Tarpley, Texas to a Vegas sports bar with stellar stromboli.

Recipe to Riches

Food Network's original competitive reality series is back, giving Canadian home cooks another opportunity to have their original recipe become the next President's Choice® sensation. Jesse Palmer (*The Bachelor*) returns as host, along with a panel of food experts including Laura Calder (*French Food at Home*), Dana McCauley (*Jane's Family Foods*) and Tony Chapman (*Capital C*). The top three finalists in each category will compete to win a weekly cash prize of \$25,000, have their recipe become a President's Choice® product and ultimately win the grand prize of \$250,000. At the end, one Canadian home cook will truly complete the journey from... *Recipe to Riches!*

Top Chef Masters

The hit culinary series is back with a whole new batch of chefs, all competing for one title: *Top Chef Master*.

Chopped

Hosted by Ted Allen the series challenges four up-and-coming chefs to turn a selection of everyday ingredients into an extraordinary three-course meal. After each course, a contestant gets "chopped" until the last man or woman left standing claims victory. Each week, a rotating panel of culinary elite judges will decide whose dishes shine the brightest and award the winner \$10,000.

Cupcake Wars

It's cupcake vs. cupcake in Food Network's tastiest competition yet! Each week, four of America's top cupcake bakers face off in three elimination challenges until only one decorator remains. The sweet prize: \$10,000 and the opportunity to showcase their cupcakes at the winning gig.

The Great Food Truck Race

A new twist is in store for Food Network's competition series *The Great Food Truck Race*. Led by host Tyler Florence, the new season will not be a competition between present food truck operators but between eight teams who want to launch a career in the food truck business. These three-person teams have a dream, a concept and the necessary culinary skills; the show will provide a vehicle for the race and the grand prize winner will get to keep their food truck and a \$50,000 cash prize to launch their dream business.

Restaurant: Impossible

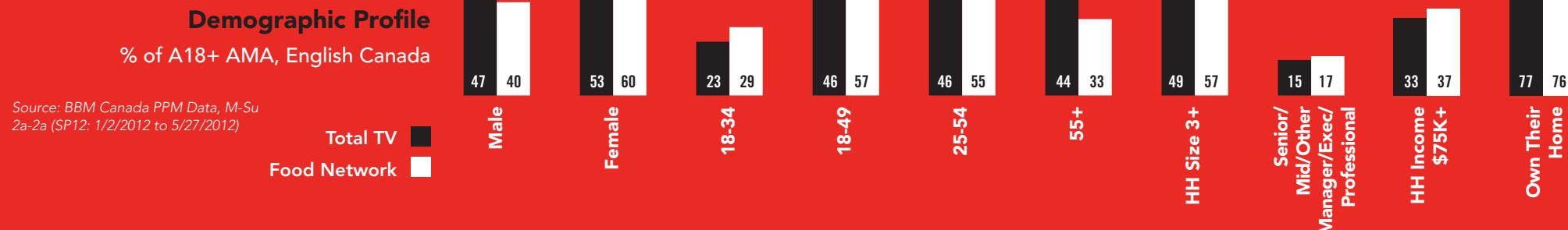
Turning around a failing restaurant is a daunting challenge under the best of circumstances. Attempting to do it in just two days with only \$10,000 may be impossible, but Chef Robert Irvine is ready to take on the challenge.

Halloween Wars

On *Halloween Wars*, teams made up of an expert pumpkin carver, cake decorator, and sugar artist go to battle to create mind-blowing Halloween themed displays.



Audience Profile



More likely to:

- Attend live theatre shows (122), popular music concerts (119), amusement parks (118), pro sports events (142) and enjoy entertaining at home (137), gourmet cooking (179) and baking from scratch (146)
- Reward themselves with snacks (112) and prefer potato chips (111), hard candy/mints (115), chewy candies (120), chocolate/candy bars (107) or chewing gum (111), spend \$150+ on food in an average week (115) and buy private label/store brands often (117)
- Consume 3+ soft drinks/colas (113) per week and also enjoy ice tea (127), tomato/vegetable juice (121), instant coffee (113) and hot chocolate (113). They also drink coolers (135), mixed drinks (153), vodka (132), wine (114) or champagne/sparkling wine (155)
- Enjoy travel within Canada (107) and abroad (120), go shopping (131), sightseeing (112), attend sporting events (126) or visit a theme park/zoo (112) when traveling within Canada
- Have purchased home improvement items/tools (113) or home accessories (114), spent \$5,000+ on home improvements (110) and enjoy spending time looking at household decorating ideas (130)
- Seldom make a financial move without consulting an expert (112), invest in mutual funds (108), RRSPs (112) and have a tax free savings account (110)
- Own a smart phone (111), PDA (133) or e-reader/touch screen tablet (126) and are the first of their friends to try new products (120)
- Purchase fine (120) or costume (134) jewelry, women's clothing (113) or make-up (146), try to keep abreast of changes in style and fashion (116) and do not feel complete without a perfume/fragrance (112)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- Ranks in the Top 10 of Specialty networks for key target groups
- Top Chef Canada* Season 2 averaged the highest audience ever on Food Network, and ranked in the Top 20 across all Specialty for key target groups
- Top-ranked programs *Restaurant Stakeout*, *Diners, Drive-ins & Dives*, *Chopped* and *Next Iron Chef* will be returning for Fall 2012

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted





Life throws curves.

Twist TV is all about real life with a twist; capturing the experiences of everyday people facing extraordinary situations. The channel's diverse cast of characters and their colourful stories—from unique personal challenges, to difficult family issues, to unusual medical circumstances—are always relatable and often outrageous. With a lineup of programming that includes tales of out of control kids, pageant moms and life changing health situations, audiences are guaranteed to be hooked.



Braxton Family Values

new series

You're Cut Off

Eight families have one thing in common: they are all sick and tired of dealing with their spoiled rotten princess daughters. But thanks to an intensive eight-week self improvement course run by life coach Laura Baron, these twenty-something girls learn how to cook, clean, plan careers and cope with everyday life, to hopefully become more productive members of society.

The Doctors

The daily daytime talk show featuring a team of medical professionals (and sometimes celebrity guests/speakers) who discuss a range of various health-related topics and answer questions from viewers who are too embarrassed to ask their own doctors.

Big Easy Brides

As owners of the only wedding chapel in New Orleans's French Quarter, Reverend Tony Talavera and his wife Lou Ann have seen it all – from barroom brawls to quirky cemetery ceremonies. With help from their take-no-prisoners wedding planner Maria, musician Dana, security guard Gino and feisty photographer Mia, they are committed to ensuring every couple experiences an unforgettable wedding day – Big Easy style!

The Doctors



new seasons

Braxton Family Values

The tight-knit Braxton sisters, Grammy®-winning artist Toni Braxton, Traci, Towanda, Trina and Tamar, and their headstrong mother share an inside look at their lives and the drama of family chaos.

Twist TV Specials

The best of Twist TV's documentary specials focusing on health and family in today's hectic world. Titles TBA.

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)



More likely to:

- Go to theme parks/water parks (111), exhibitions/carnivals/fairs/markets (120), national/provincial parks (110), historical sites (166) or zoos/aquariums/farms/animal parks (132), eat at casual/family dining restaurants (121) and rent movies 3-5 times a month (312)
- Enjoy gardening (136), attending the theatre/ballet/opera/symphony (159) and going to the casino (140)
- Have spent up to \$999 on furniture in the past year (209) and made improvements to windows/doors (156) or painting/wallpaper (120)
- Take 1-2 trips for business (187) or personal reasons (142) per year; travel to the Caribbean, Mexico, Central/South America for vacation (163)

Source: FL11 BBM Extended Diary Data / English Canada / Comp% of A18-54

Find My Family UK

This series helps those who are desperate to find long lost relatives, some of whom have been searching in vain for many years.

Find My Family Australia

Embarking on an emotional journey, Australians who are looking for their relatives and friends turn to *Find My Family Australia* in a desperate search to track down their loved ones.

Key Research Finding

- For Spring 2012, almost 200,000 viewers tuned into Twist in an average week (Ind. 2+)

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted



Delivering the ultimate entertainment fix and hosting the biggest reality and movie titles, **Slice™** is the go-to channel for topics women can't get enough of: weddings, money, relationships and more!

Keasha's Perfect Dress



The image shows three people standing together: a woman in a blue dress, a woman in a black and white patterned dress, and a man in a white shirt and tie. They are all smiling and appear to be in a studio setting.

22 - For more, please visit ShawMedia.ca

new series

Keasha's Perfect Dress

Keasha Rigsby, renowned *Say Yes to the Dress* bridal consultant, is continuing on her quest for bridal perfection by opening her own exclusive bridal boutique.

I'm Having Their Baby

The riveting new series follows diverse pregnant women, from a teenage mom to a wife in an extra marital affair, through the adoption process. Ultimately they will make life-changing decisions for themselves and their newborn babies.

Collection Intervention

Follows a sharp collectibles expert as she helps couples who are divided over what to do with an overwhelming collection of memorabilia. Each couple's new cash windfall will help make a dream come true.

My Shopping Addiction

Some shoppers love the thrill of finding that perfect dress, beautiful décor item or fabulous piece of jewelry. But what happens when the high of the buy becomes an addiction and obsession?



integration
opportunities now
available!

The Mistress

A provocative, dramatic and controversial new series starring author and self-proclaimed former mistress to Chef Gordon Ramsay and Lord Jeffrey Archer, Sarah Symonds. Each episode follows Sarah on her mission to rescue a woman caught in the despair of an extra marital affair.

Ex-Wives of Rock

Chronicles the highs and lows of four famous ex-wives in L.A. Once married to famous rock stars, they were kicked to the curb and forgotten. Follow the action as Athena, Bobbie, Blue and Sharise try to reinvent themselves and make their way to the top again.



Slice.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- In Spring 2012, F18-49 averaged more time spent on Slice.ca than any other site belonging to the "Community-Lifestyle" category (48.5 average minutes; 150% YoY growth)



- In April 2012, Slice.ca reached a milestone with the most monthly video views (3,400,000; 252% YoY increase) in the site's history. The highly successful

The Real Housewives of Vancouver was a driving force behind this growth. In May 2012, this show had the highest performance of any show in the site's history (comprising 46% of Slice.ca's total video views)

- 50% of visitors are F18-49 (Index 190 vs. Total Internet)
- Slice.ca is growing:
 - 196,000 Unique Visitors/Month; an increase of 51% year-over-year
 - 2,300,000 Page Views/Month; an increase of 115% year-over-year
 - 2,900,000 Video Views/Month; an increase of 194% vs. last year

Hot Sponsorship Opportunities:

- Fall 2013:
 - Keasha's Perfect Dress
 - *The Real Housewives of New Jersey*
 - *Brides of Beverly Hills* – season 1 had 350,000+ video views!
- Winter/Spring 2013:
 - *Big Brother Canada*
 - *The Real Housewives of Vancouver* – Slice.ca's biggest show ever!

Source: comScore Inc. Media Metrix, Mar.2012 to May 2012 (3-month average) data for Unique Visitors, Time Spent, and Profile data. Omniture Site Catalyst, Mar.2012 to May 2012 (3-month average) data for Page Views and Video Views. Ranking is based on ad-supported sites within comScore's "Community-Lifestyle" category

new seasons

The Real Housewives of New Jersey

The hugely popular edition of the successful Real Housewives franchise returns for a season full of sun, fun and loads of drama. The ladies are busy with various ventures but still find time to enjoy themselves with trips to the Jersey Shore, lavish outdoor parties and even a trip to Northern California.

Brides of Beverly Hills

In Beverly Hills, the brides are bolder, brasher, and have the biggest fake boobs, which makes finding the right wedding dress a challenge!

But for bridal shop owner Renee Strauss, it's all in a day's work as she and her staff outfit the most demanding brides for the most important day of their lives.

Million Dollar Listing Los Angeles

This series follows the lives of L.A.'s hottest, youngest, and most aggressive real estate magnates in the making as they net a fortune selling multi-million dollar properties in the most exclusive neighbourhoods – Hollywood, Malibu and Beverly Hills.

Intervention Canada

Following the format of the multiple Emmy®-nominated groundbreaking U.S. series, this is a powerful and gripping television series in which people confront their darkest demons and seek a route to redemption.

Pregnant in Heels

Rosie Pope has managed to create a thriving business as the owner/designer of Rosie Pope Maternity, an ultra high-end maternity brand for the most sophisticated and urban mothers-to-be. Rosie is a tough-talking, straight-shooting coach for the most privileged expecting mothers of Manhattan.

Tabatha Takes Over

The straight-talking, perfectly coiffed Tabatha Coffey uses her sound advice and savvy expertise to help turn around a wide variety of struggling businesses, from bakeries to dog hotels.

Mob Wives

Viewers get an unfiltered look into the closed-door society of Renee, Karen, Carla and Drita, four struggling "allegedly" associated women who have to pick up the pieces and carry on while their husbands or fathers do time for Mob-related activities. The second season picks up where the first left off – with each cast member dealing with major personal life issues.

The Real Housewives of New Jersey



hit movies

Weekends on Slice are on fire with Hollywood blockbuster movies!

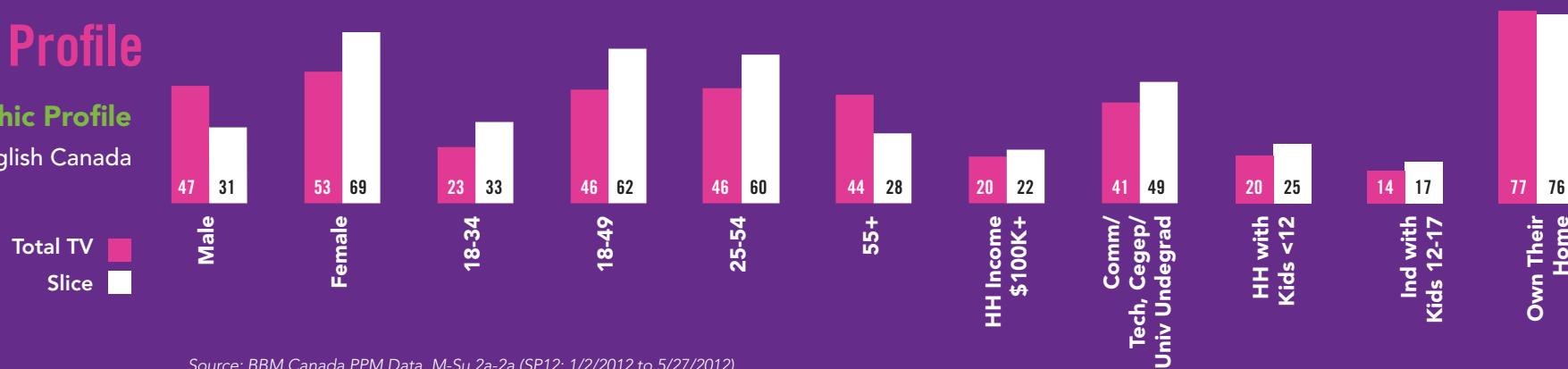


Pregnant In Heels

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada



Source: BBM Canada PPM Data, M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)

More likely to:

- Make online purchases (114), have a smart phone (154) or e-reader/touchscreen tablet (116)
- Attend a health/wellness show/exhibition (263), exercise at home (135) or at a health/fitness club (147), enjoy yoga/pilates (155) and used daily vitamins/minerals/herbal supplements (116)
- Often reward themselves by having a snack (130) such as chocolate/candy bars (127), rice/corn cakes/potato crisps (144), ready-to-serve dips (126), chewy candies (121) and buy private label/store brands (114) when food shopping
- Personally enjoy alcohol coolers (147), prepared mixed drinks with liquor (171), wine (118) and champagne/sparkling wine (183)

- Really enjoy shopping for clothes (129), purchased fine (150) and costume (163) jewellery, feel their confidence is greatly enhanced when they know they look their best (128), buy makeup (204), nail care products/polish (191), attend spas (216), enjoy entertaining (121) and being extravagant (129)
- Have taken a cruise (159) and used a travel agent to book their entire trip (182) outside of Canada. They visit amusement parks (151), zoo/aquariums (127) and nightclubs/bars (130)
- Love spending time looking at household decorating ideas (165), made home improvements to flooring/carpeting (114), cabinetry (114), and decorating (126)
- Buy/lease a vehicle (140) in the past/next year and primarily have their vehicle serviced at an auto repair/specialized chain store (126)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- Ranks among the top 20 specialty networks against key target groups
- Spring 2012 was Slice's highest performing season ever
- Experienced an increase in audience in SP12 vs SP11, + 8% for A25-54 & W25-54; +10% for W1849

- *The Real Housewives of Vancouver* has become the channel's number one series of all time! *
- Top ranked popular programs include, *The Real Housewives of Vancouver*, *The Real Housewives of OC*, *Four Weddings Canada*, *Tori & Dean: Home Sweet Hollywood* and hit Hollywood movies!

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted

*Aug 31/09-May 27/2012



lifetime.®

The Client List



new series

The Client List

Stars Jennifer Love Hewitt as Riley, a single mother living in a small Texas town who leads a shocking double life. The series follows Riley as she balances two worlds – one that revolves around her kids and family – and the other that revolves around a massage parlor and its special clientele. Keeping both worlds separate proves tricky as she discovers she's not the only one with secrets.

Dance Moms: Miami

Dance Moms: Miami will go behind-the-scenes at Miami-based Stars Dance Studio where the school's owners and renowned contemporary dance instructors Victor Smalley and Angel Armas teach, train and choreograph a diverse group of talented dancers as they strive to become the best in the sport of competitive dance and tomorrow's stars. Victor and Angel try to uphold their motto of "Turning Kids into Dancers and Dancers into Stars," often sparking drama between the competitive mothers.

Lifetime® is the exciting new home to engaging characters and riveting stories that women connect with. With a schedule full of critically-acclaimed scripted series and exclusive hit reality shows and movies, the channel features top Hollywood stars and captivating real-life personalities. As the ultimate time out from women's busy lives, **Lifetime®** invites audiences to escape, indulge, laugh and be moved. Whether it's *movie-time*, *drama-time* or *reality-time*, it's Your life. Your time.

Ultimate Dance Moms: Dance Edition

In this mother of all competition series, 12 of the country's most talented child dancers compete in weekly dance challenges and someone is eliminated each week. The children and their moms move into a mansion and the dancers perform a new routine each week while the moms manage and oversee them. Will the moms get in the way of their child's success and cost them the chance of winning? The winner will receive a cash prize of \$100,000 and a scholarship for full tuition at the Joffrey Ballet School. Abby Lee Miller serves as one of the judges.

Dance Moms: Miami



new series continued

The Conversation with Amanda de Cadenet

A refreshing and intimate take on celebrity interviews hosted by British television personality and renowned photographer Amanda de Cadenet and executive produced by Demi Moore and de Cadenet. Presenting an honest, authentic and raw view of the shared issues affecting women today, each episode will feature de Cadenet having powerful and in-depth interviews with some of the world's most famous and influential women including Jane Fonda, Lady Gaga, Gwyneth Paltrow and Donna Karan.



**The Conversation
with Amanda de Cadenet**

The Houston Family Chronicles

An all-new docu-series that follows the lives of the late Whitney Houston's family, led by Pat Houston, Whitney's sister-in-law and manager, and including Pat's daughter Rayah, Whitney's brother Gary, daughter Bobbi Kristina and mother, Grammy® Award-winning singer Cissy Houston.

new seasons

Dance Moms

The dance competition series that has rocketed into the zeitgeist featuring competitive dance instructor Abby Lee Miller who rules her young, talented students with an iron tap shoe while dealing with their doting mothers who will do anything to help their children's dreams come true.



Drop Dead Diva

The critically acclaimed series combines courtroom drama with stories about the relationships between Jane and her friends and co-workers. Joining the hit series' roster of top name guest stars is Kim Kardashian.

Project Runway

Starring Heidi Klum and Tim Gunn, the Emmy®-nominated *Project Runway* continues its quest for top designers.

Dance Moms



movie premieres

Liz and Dick

Starring Lindsay Lohan, Lifetime®'s original movie is based on the true story of screen icon Elizabeth Taylor's historic romance with actor Richard Burton.

Liz and Dick



Steel Magnolias

Starring Academy Award®-nominee Queen Latifah, this is the story of five strong and sassy Southern women who face everything from finding love and getting married to having children and dealing with loss.

Ring of Fire

Starring acclaimed singer, songwriter and actress, Jewel, Lifetime®'s original movie tells the story of country legend June Carter Cash.

Eat Pray Love

Stars Julia Roberts as Liz Gilbert who has everything a modern woman is supposed to dream of having - a husband, a house, a successful career - yet she finds herself lost, confused, and searching for what she really wants in life. After a painful divorce, Liz risks everything to change her life and embarks on a journey around the world that becomes a quest for self-discovery.

Easy A

Stars Emma Stone as Olive, an average high school student who sees her below-the-radar existence turn around overnight once she decides to use the school's gossip grapevine to advance her social standing.

Key Research Findings

It's time for Lifetime®:

- 4.5 million subscribers nationwide
- Reaching approximately 10 million homes at launch during national free preview

Women Already Love Lifetime®:

- A top female targeted cable network in the U.S. with a 28 year legacy and a freshly revamped brand
- Outpacing U.S. industry growth as the only top 5 female skewing network to post double digit gains*
- Exclusive new home to rapidly growing hits: Audiences for *Dance Moms* grew 67% in Season 2 vs. Season 1 and reached over 5 million viewers**
- Home to established hits: *Project Runway All Stars* reached over 3 million viewers throughout Spring '12 (Ind. 2+)**

*Source: Nielsen, L+SD; Prime (M-Su/8-11p); 1Q12 (12/26/11-3/25/12) vs. 1Q11 (12/27/10-3/27/11). Female competitive nets have W18+ % comp greater than 70%.

**Source: BBM Canada PPM Data, SP12 (Jan2-May27/12)/ FL11 (Aug29/11-Jan1/12), A25-54. Total Canada.

Lifetime® Audience Advantage:

- Women 25 – 54
- Modern women juggling busy family, career and personal lives
- Married with kids
- College or university educated
- Tremendous purchasing power – Lifetime® women account for the largest volume of total spend across key categories in the U.S.
 - ① spenders in auto sales, retail, consumer electronics and mobile devices
 - ② spenders in home improvement

Source: 2011 Spring GfK MRI, W18+, Category Total Expenditure Last 12 Months.

Ranked against female competitive networks (Bravo, E!, Hallmark, HGTV, HMC, Lifetime®, LMN, OWN, Oxygen, SOAPNet, Style, TLC, WE)

Lifetime® Reaches Women Who Are:

- Passionate about brands:
 - 79% recommend products & services to friends and family
 - 62% look to TV ads to learn about products & services (among online population)**
- Connected & sharing their opinions:
 - 60% are members of social networking sites
 - 69% post opinions of products on ratings/reviews sites (among online population)**

*Source: MRI Spring 2011 Study, LIF W25-54 (BaseW18+); *Nielsen/ NPower 4Q11 L+SD, M-Sun 6a-6a, W18+ unique reach **

Forrester Consumer Technographics, Q3'11, LIF W25-54, behavior in last 12 mths.

Sales Opportunities:

- Sponsorship of launch campaign
- Sponsored events and stunts
- Contests and promotions
- Brandsell ads

Lifetime® website:

- Digital sponsorship opportunities available
- Includes bios, synopses and web exclusive videos

HOW DO YOU DESCRIBE YOUR PROFESSIONAL SELF?

I try to strike balance in the workplace. I am efficient and organized and always strive to do my best and demand the same from my team. At the same time, I always try to bring a sense of humour to the workplace and not take myself too seriously.

WHAT DO YOU LIKE ABOUT YOUR JOB?

I love what I do and where I'm doing it. Mindshare is a great environment for growth. In the 16 years I have been here, I have had immense opportunities for growth and personal success. My job and even our entire industry is ever-changing, and I love that. I find it invigorating and exciting.

DESCRIBE ONE OF YOUR GREAT CLIENT CAMPAIGNS WHICH UTILIZED SHAW MEDIA ASSETS?

WHY WAS IT DEEMED SUCCESSFUL?

The Canada Dry Taste for Living Well campaign utilized Shaw's specialty assets by offering a chance to win a celebrity Gourmet adventure to New York City with Lynn Crawford, host of *Pitchin' In* on Food Network. Shaw Media developed a contest promo spot featuring Lynn Crawford informing viewers of the Canada Dry contest. The spot was accompanied by in-show animated bugs, prompting viewers to visit canadadry.ca to enter for their chance to win. In addition, an *ET Canada* integration featured host Rick Campanelli interviewing Lynn Crawford about her show and restaurant (Ruby Watch Co). Lynn spoke about her involvement with the Canada Dry contest and how excited she was to accompany 3 lucky winners and their guests to New York. A digital component included a big box and pre-roll of the contest spot running across foodnetwork.ca and Canada.com and Canada Dry participating in e-blast newsletters. This campaign was deemed successful because ultimately it helped Canada Dry increase sales.

WHAT DO YOU HOPE YOUR TEAM WILL BE ABLE TO DO MORE OF IN THE FUTURE?

My hope is that we are able to continue to focus on being our client's indispensable business partners; providing leadership, strategy and creative media solutions in this ever changing media landscape.

IF YOU HAD A MAGIC WAND, WHAT WOULD YOU CHANGE ABOUT THE MEDIA BUSINESS?

I would change not the industry but the erroneous perception of it as a commodity. Much of the creativity in the ad business comes from the media side, yet somehow we've collectively allowed our business to be reduced to the lowest common denominator: buying inventory for the lowest price. Obviously there are times when it is appropriate to buy exposures for the lowest cost however it's a question of value versus commodity.

WHAT ARE THE QUALITIES OF A GREAT SALES REPRESENTATIVE?

A great sales rep is one who is knowledgeable and knows how to listen. It's about solving a problem for a customer, not making a sale. The reps who know this are the ones who create the most successful, most longstanding relationships.

IS THERE SOMETHING THAT THE SHAW MEDIA SALES TEAM COULD DO FOR YOU OR YOUR CLIENTS THAT WE ARE NOT CURRENTLY DOING?

The Shaw Media Sales team is a great team and it's structure is always evolving to address the changing market dynamics. I think the biggest challenge right now for Shaw, and all vendors frankly, is how to sell and monetize their assets across all screens.



Lina Alles
Managing Director
MINDSHARE



ON WHICH DEVICE DO YOU MOST OFTEN WATCH YOUR FAVOURITE SHOWS? WHY?

Mindshare works with our clients to create forward thinking, multi-channel campaigns that run on tv, online, mobile etc. My viewing habits however are much simpler. I watch my favourite shows on only one device, my television! Why? Because I love watching my favourite content on the big screen!

WHEN YOU MISS YOUR FAVOURITE SHOW, HOW DO YOU CATCH UP? PVR, ON LINE, VOD?

I'm not a huge PVR user because I actually watch a lot of tv – live. But I do have my PVR set to record my favourite shows every week – just in case!

PICK WHICH NEW GLOBAL SHOW HAS THE BEST POTENTIAL FOR TOP 10 STATUS?

Elementary looks like it has great potential. The acting and writing are top notch, and I found it very entertaining. It's also in a good time slot.

WHICH WILL BE THE MOST INTERESTING TIME SLOT TO WATCH HOW VIEWERS RESPOND THIS FALL? WHY?

Thurs 10-11p: I like *Elementary* so am interested to see whether it will beat out *Mentalist* and the new entry *Scandal*. Mo 10-11p: Can *Revolution* attract viewers up against *Hawaii Five-0* and *Castle*? The US networks have *Revenge* and *Good Wife* fighting it out which should be interesting to follow.

WHAT TYPE OF SHOW DO YOU THINK SHOULD BE ADDED TO ANY OF THE SHAW MEDIA SCHEDULES?

The schedule is actually quite diversified. There is a good mix of reality, drama, and comedies. Personally, I'm a big fan of CW programming so any of their shows would be great to add to the schedule. You can't go wrong with young, attractive vampires!

WHY DO YOU FEEL THAT VIDEO CONTENT IS STILL THE BEST WAY TO REACH YOUR CONSUMERS?

We live in a visual world, as a result there is huge value in using video content to reach consumers. The challenge is figuring out how to do it in an interesting and unique way.

WHO WOULD YOU BE, IF YOU COULD BE ANY SHAW MEDIA CONTENT CHARACTER? WHY?

That is a great question! Honestly, I wouldn't want to be any of them. Their lives are all so complicated and drama filled. If I had to choose one it would be Steve McGarret from *Hawaii Five-0*. His life is adventurous with a dangerous edge, he is in great shape and gets to live in Hawaii!!

WHAT IS YOUR PERSONAL PASSION?

My family, specifically raising two daughters has been an amazing adventure. It hasn't always been perfect-teenagers! – but I wouldn't change a thing! Yoga is another passion. I started two years ago and I love the way it makes me feel and look. I also love to travel and have been lucky enough to visit some amazing places with my family: Buenos Aires, London, Paris, Loire Valley, Rome, Florence, Milan, Venice, Tuscany, Amalfi Coast, Napa, just to name a few!

KEY
CLIENT
PROF



Home Improvement Television

new series

I Want That

I Want That is a fast-paced tour through the latest and greatest building products — from smart appliances and the latest in home wiring to new building materials that are amazing, available and ready to go to work for you. Every half-hour episode is packed with in-depth profiles and highlights of a dozen of the hottest “must haves” for every home, whether it’s new construction, a remodel or a retrofit.

Professional Grade Matt Blashaw

Savvy and resourceful homeowners tackle a room renovation trying to achieve professional quality results on a limited budget. If they can fool a team of master contractors into thinking they spent more money than their actual out-of-pocket costs — the homeowners will win the difference. Hosted by licensed contractor Matt Blashaw.

DIY Network Canada is the go-to destination for rip-up, knock-out home improvement television. DIY's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. With a schedule packed with entertaining shows, stunts and specials, DIY Network is set to assist Canadian viewers with all their basic home improvement needs from small-scale fix-it jobs to major home renovations.

DIY Network is a trademark of Scripps Networks, LLC used with permission.



Professional Grade

House Crashers



new seasons

Rehab Addict Nicole Curtis

Nicole Curtis is a sweet-talking, hammer-swinging whirlwind. Working in Minneapolis and Detroit, Nikki discovers historic houses once the pride of the neighborhood that have fallen on hard times. Pushing her rough 'n' tough crew, arguing with her family, wrangling with city officials and dealing with the usual litany of old house headaches, it's not always pretty. By the time the dust clears, a house that was ready for the wrecking ball is restored to its former glory.

House Crashers Josh Temple

House Crashers is ambush renovation at its best. Host and contractor Josh Temple stalks a big-box home improvement store looking for unsuspecting weekend warriors, then follows them home with a large crew of experts in tow. Watch as stunned homeowners who journeyed into the store to fix a simple leaky faucet end up winning the remodeling lottery with dramatic, eye-popping room transformations.

Bath Crashers Matt Muenster

DIY Network is on a mission to crash and trash bathrooms, transforming them into stunning, functional and modern living spaces in the series *Bath Crashers*. Produced similarly to the popular *House Crashers* and *Yard Crashers* series, crasher Matt Muenster ambushes homeowners while they're home improvement shopping. When he identifies the ultimate bathroom challenge, he follows the lucky homeowner home

and totally overhauls a bathroom in need of repair.

Bath Crashers



Cool Tools Chris Grundy

Did you know there's a device that lets you carry a sheet of heavy plywood with just one hand? How about using your drill for everything from cleaning ducts to snipping sheet metal? What does "WD-40" stand for, and did you know there are more than 2,000 uses for it? Tool expert Chris Grundy answers these burning questions and more on *Cool Tools*. He also gives viewers an exclusive look at tools you may not even know about – from the tried and true to the latest and greatest – revealing insider tips and little-known techniques from the people who helped create them.



Mega Dens

Man Caves Jason Cameron & Tony Siragusa

Guys need an exclusive space to hang out in their homes -- a refuge where they can enjoy what they love, whether it's a soundproofed basement used as a rock 'n' roll lounge and adorned with limited edition guitars; a room where diehard ski fans can chill out with a roaring fireplace and alpine atmosphere; or a lush golf-lover's paradise, featuring a state-of-the-art virtual reality driving range, media center and top-notch equipment storage space. Licensed contractor Jason Cameron and former NFL great Tony "The Goose" Siragusa offer amazing ideas for the ultimate *Man Caves*.

Mega Dens Anitra Mecadon

In each episode of *Mega Dens*, host and interior designer Anitra Mecadon creates over-the-top rec-room sanctuaries while giving you the skills to renovate your own family space. These unbelievable room renovations feature incredible home theaters, innovative gaming areas, clever storage solutions and more. Anitra's rock 'n' roll approach to design transforms these rooms beyond the homeowners' wildest imaginations.

Sweat Equity



Sweat Equity Amy Matthews

Sweat Equity is a show dedicated to helping you determine which home improvement projects will return the most bang for your buck. Is it better to install new kitchen cabinets or just reface the old ones? Are granite countertops really worth the cost? Should you put more money into the bathroom or your kitchen? Licensed contractor Amy Matthews and her team of experts help homeowners tackle these projects themselves, giving tips and techniques for building equity every step of the way. With the knowledge you gain from this show, and a little bit of sweat, you can increase the value of your home — and the enjoyment you get by living there.

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data, M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)



More likely to:

- Love to spend time looking at household decorating ideas (155), attend home show/exhibition (187), enjoy woodworking/building (202), have made improvements to windows/doors (176), plumbing/heating/air conditioning (193), landscaping (180), cabinetry (220) and flooring/carpeting (206) in past 2 years
- Have financial investments and portfolios including mortgage (120), loan/line of credit (114) and tax free savings account (236)
- Be good at fixing mechanical things (142), get quite attached to their car (111), purchase automotive supplies/products (176), plan to buy/lease a vehicle in the next 12 months or purchased in the past 12 months (180) or spend \$40,000+ on a vehicle (226)

- Pay very close attention on the nutritional content of food they eat (119), say that low fat foods are an important part of their regular diet (135), take daily vitamin/mineral/herbal supplements (133), and go to a health/fitness club (143)
- Enjoy entertaining (115), consume 3+ glasses of wine (133) or 4+ beers (120) in past 7 days
- Spend \$150+ on food shopping in an average week (118), often buy private labels/store brands (140), use frozen pizza (111), cold cuts (114), packaged pasta and pasta sauce (110), pancakes (116), instant coffee (142), pudding (118) and instant hot cereals (113) in the household
- Use baby/children's care products (201) in past 6 months. Also used packaged dry dog food (111) and cat food (119) in past 6 months

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- A top 10 ranked Digital network for A25-54 and M25-54
- In an average week, over 400,000 viewers tuned into DIY during Spr'12 (Ind. 2+)

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted



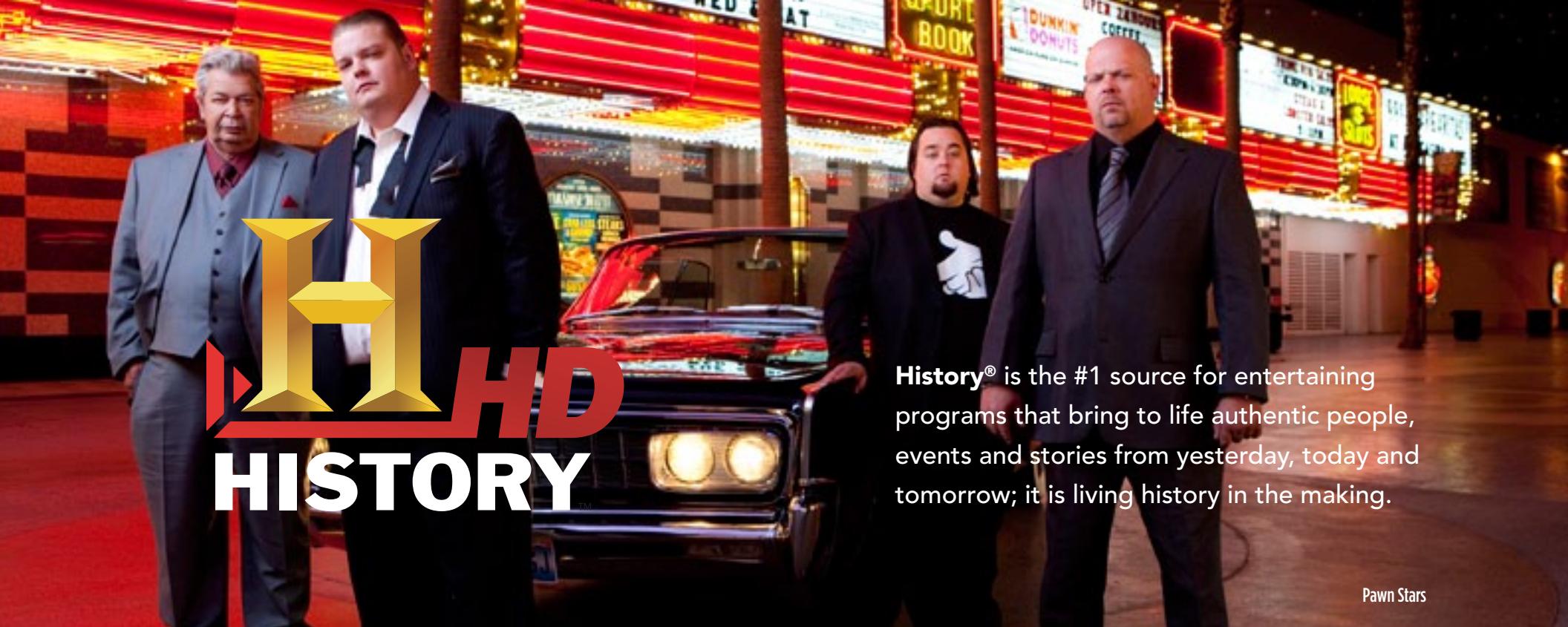
SHAW) MEDIA FALL 2012

THE best NEW CONTENT.
Great RETURNING SHOWS.
Multi-platform VIEWING AND
ADVERTISING OPPORTUNITIES.

Let's talk.

Visit SHAWMEDIA.CA/ADVERTISING





History® is the #1 source for entertaining programs that bring to life authentic people, events and stories from yesterday, today and tomorrow; it is living history in the making.

Pawn Stars

new series

Great Lake Warriors

Maverick tug boat companies brave storms, ice, and the competition as they navigate and transport materials across one of the most dangerous bodies of water in the world. The heavy raw materials that built a nation are transported over the Great Lakes, without tugs leading the way commerce would grind to a halt – and so does the country.

Shark Wranglers

Chris Fischer and his team have an adrenaline-pumping job with life or death stakes. An average work day consists of stalking, hooking, hauling and coming face-to-face with the blood chomping jaws of great white sharks.

Bomb Hunters

Follow the unique crews of UXO techs (unexploded explosive ordnance), seasoned ex-military bomb disposal experts, combat divers and specialized geophysicists as they dig, dive, discover and dispose of the hidden explosives in real life operations from remote regions in Canada to populated suburbs.

Mountain Men

There are men in America who must still make their living off the land; hunting and trapping to provide for their families. They are the Mountain Men. This series features a variety of men from Appalachia to the Rocky Mountains to Alaska and follows them as they race against the winter to obtain everything they need to make it through the coldest months of the year.

Mankind: The Story of All of Us

The epic tale of the global rise of civilization, complete with danger, action, heroism and adrenaline. This series takes viewers from the first flourishing of civilization through the discovery of America.

Secret Life Of...

A cheeky and provocative new biography series *Secret Life Of...* deliciously dishes dirt on icons of the past. It's a rare glimpse into the rarified world of the rich, famous and scandalous. Did Henry the VIII really please all of those wives or did Napoleon come up short in more ways than one?



Shark Wranglers

new seasons

Pawn Stars

All new episodes of the hit series is back, following grandfather Richard, son Rick and grandson Corey as they run a family Pawn business in Las Vegas.



American Pickers

'Pickers' Mike Wolfe and Frank Fritz are back and restoring more forgotten relics to their former glory, transforming one person's trash into another's treasure.

Ice Pilots NWT

Viewers' favourite faces and some eager newcomers show up for another season of thrills, tension and laughter as they fly vintage warplanes across the last frontier on Earth. Buffalo faces its biggest challenges yet with new planes, new management and new obstacles.

Ice Road Truckers

Find out what's in store for your favourite truckers in the highly-anticipated sixth season following these fearless few on the heart-stopping, nightmare-inducing icy roads.

American Restoration

Rick Dale and his Las Vegas crew are back finding rusty, beat-up items and restoring them to their original glory. Every restoration is a high-stakes business project where worthless rust is transformed into a valuable collectible.



Ice Road Truckers



Canadian Pickers

Scott and Sheldon are back picking their way across Canada hunting for discarded treasures and valuable junk.

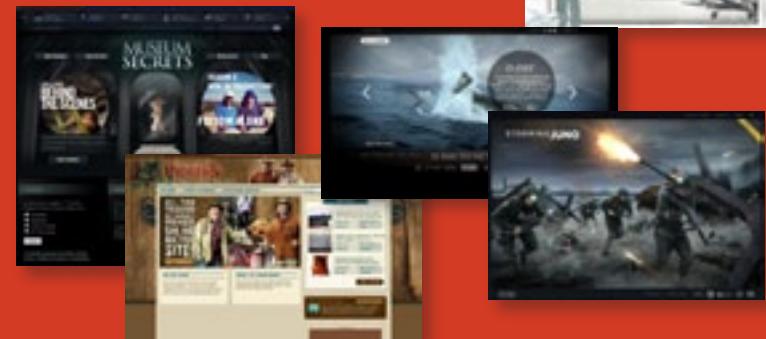
Ancient Aliens

75 million years of the most credible alien evidence here on Earth is debunked, from the age of the dinosaurs, to ancient Egypt, to the skies over the western desert to the present day US.

History.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

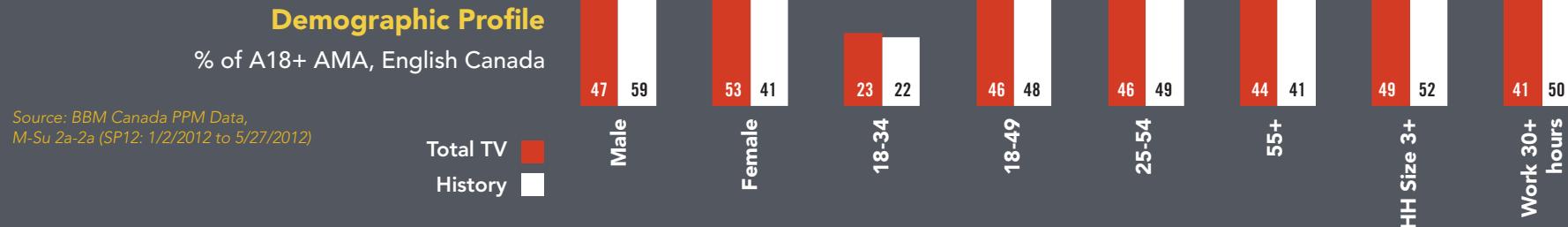
- History.ca is the #1 source for entertaining programs that bring to life authentic people, events and stories from yesterday, today and tomorrow; it is living history in the making. We are excited to report that we will reintroduce History.ca with a brand new look this August, incorporating the new H2 brand.
- History.ca is home to premium show sites including Ice-Pilots.com and Canadianpickers.com, MuseumSecrets.tv, DDaytovictory.ca and the award winning StormingJuno.com



- #1 in composition for M35-64 demo-group among related sites at 33% composition and 146 Index vs. Total Internet. History.ca also has the most engaged visitors spending 57 minutes on average per visitor every month.
- 80,000 Total Unique Visitors/month
- 660,000 Page Views/month
- 554,000 Video Views/month; up 7% year over year

Source: Unique Visitors and Profile data comScore Inc. Media Metrix. May'12, 3-month average data. Page and Video data Omniture SiteCatalyst. May'12, 3-month average data. Related sites include Discovery Channel US & CAN, National Geographic US, and Biography Channel

Audience Profile



More likely to:

- Attend an auto show/exhibition (132), spend up to \$40,000 on a vehicle (112), feel they are good at fixing mechanical things (125), try to do as much car maintenance themselves as possible (125), buy tires (128), Motor Oil (135) and automotive supplies/products (149) in the past year
- They travel in Canada for sightseeing (115), visiting National/Provincial park (115), Art Museum/Gallery (128) and outside of Canada attending sporting (133) and cultural (145) events, they use Travel agents to book their entire trip (132) and travel on business trips 3+ times (142) in the past year
- Always have an accurate account of their financial commitments (116), have taken steps to ensure they have sufficient retirement income (119) investing in mutual funds (124), RRSP's (113) and non-RRSP investments (123) and used financial planning (128) in the past year
- Made \$5000+ in home improvements such as decorating (111), flooring/carpeting (114), cabinetry (124), plumbing/heating/air conditioning (123), and windows/doors insulation (115) in the past 2 years
- Spend their leisure time woodworking / building (167), golfing (120), mountain biking (120), fishing (144), power boating (120), playing sports such as football (121) and hockey (140) and closely follow at least 1 sport during its season (126)
- Enjoy snacks and beverages, they are medium/heavy consumers of chewy candies (125), chewing gum (106), chocolate/candy bars (118) potato chips (143), coffee (117), soft drinks/colas (120), tomato juice (113), beer (140), wine (109) and rum (122)
- Have personally used men's aftershave (158), razors/shavers (111) and shaving creams/gels (127) past 6 months

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- History is Canada's #1 entertainment specialty station
- *IRT: Deadliest Roads, Swamp People and American Restoration* rank among the Top 10 specialty programs overall, giving History more of the Top 10 than any other entertainment specialty station
- *IRT: Deadliest Roads* is the #1 entertainment specialty program on Wednesday for the key demos of A25-54, M25-54 and A18-49
- *Hatfields & McCoys* on May 28/12 was the #1 scripted drama episode on all Canadian Specialty this year*

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted

*Aug 29/11-May 28/12

HOW DO YOU DESCRIBE YOUR PROFESSIONAL SELF?

Smart, solid, respected, respectful, objective and fair.

WHAT DO YOU LIKE ABOUT YOUR JOB?

It is multidimensional, dynamic, stimulating.

DESCRIBE ONE OF YOUR GREAT CLIENT CAMPAIGNS WHICH UTILIZED SHAW MEDIA ASSETS. WHY WAS IT DEEMED SUCCESSFUL?

Shaw Media have been a great partner. Jointly, we continue to build campaigns, ranging from spot placement to customized multiscreen integrations. The measurement of success is determined by delivering to client objectives.

WHAT DO YOU HOPE YOUR TEAM WILL BE ABLE TO DO MORE OF IN THE FUTURE?

Invent media

IF YOU HAD A MAGIC WAND, WHAT WOULD YOU CHANGE ABOUT THE MEDIA BUSINESS?

Designate an uninterrupted hour per day to wave a magic wand – to pontificate, to speculate, to create media opportunities

WHAT ARE THE QUALITIES OF A GREAT SALES REPRESENTATIVE?

Ability to deliver!

IS THERE SOMETHING THAT THE SHAW MEDIA SALES TEAM COULD DO FOR YOU OR YOUR CLIENTS THAT WE ARE NOT CURRENTLY DOING?

More frequent synopsis and findings based on reams of data.

ON WHICH DEVICE DO YOU MOST OFTEN WATCH YOUR FAVORITE SHOWS? WHY?

Largest screen available at the time I want to see it.

WHEN YOU MISS YOUR FAVORITE SHOW, HOW DO YOU CATCH UP? PVR, ON LINE, VOD?

All the above.

PICK WHICH NEW GLOBAL SHOW HAS THE BEST POTENTIAL FOR TOP 10 STATUS.

Elementary

WHICH WILL BE THE MOST INTERESTING TIME SLOT TO WATCH HOW VIEWERS RESPOND THIS FALL? WHY?

Saturday night if there is an NHL Lock out. Otherwise, Thursday night, with so many options.

WHAT TYPE OF SHOW DO YOU THINK SHOULD BE ADDED TO ANY OF THE SHAW MEDIA SCHEDULES?

More good comedy.

WHY DO YOU FEEL THAT VIDEO CONTENT IS STILL THE BEST WAY TO REACH YOUR CONSUMERS?

Video is the new norm; the power of sight, sound and motion to engage consumers.

WHO WOULD YOU BE, IF YOU COULD BE ANY SHAW MEDIA CONTENT CHARACTER? WHY?

A new character in *The Simpsons*. Like to make people laugh.

WHAT IS YOUR PERSONAL PASSION?

Watching my kids succeed.





H2 is a new destination where information is entertainment, experienced in the unexpected and exciting ways. H2 offers a broader view of history across science, technology and pop culture from around the globe. It's more to explore, more to know, more to understand – More 2 History.

America's Book of Secrets

new series

10 Things You Don't Know About

Exposing the unknown past of renowned leaders, brilliant scientists and notorious criminals from Ben Franklin to Albert Einstein and digging into the scandals and family secrets you won't find in textbooks.

America's Books of Secrets

From beyond the indestructible armoured doors of Fort Knox to the unexplained ritualistic symbols of the Freemasons. *America's Book of Secrets* exposes the mysteries of these iconic networks guarded throughout time.

The Universe

Leading experts bring the biggest objects down to earth, explore undiscovered soundscapes of the solar system, and hitch a ride on the journey of the comet and much more. Uncover the surprising truths of Earth's cosmic neighbourhood.

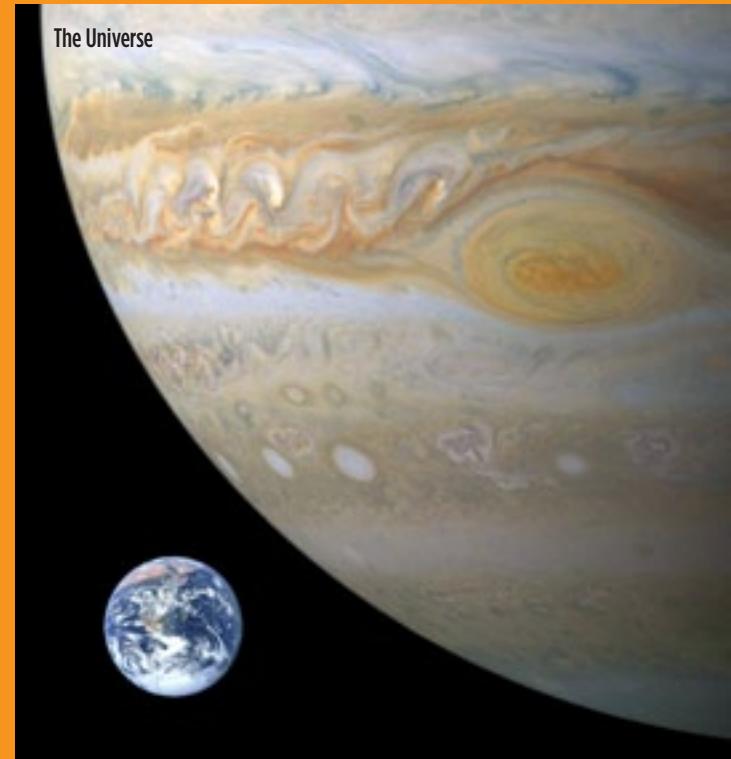
Serial Killer Earth

Serial Killer Earth brings together a top team of experts to examine the most compelling footage from news, home videos. As well as examining eyewitness testimony in order to explain, understand and inform viewers of what actually happened during these disasters and how they compare and contrast with the most historic natural disasters of the past.

Top Guns

In each episode, host Colby Donaldson, a shooting expert and a historian conduct a "shoot off" among 4 weapons to explore their history and determine which the "top gun" is for its intended purpose.

The Universe



Top Gear

Hosted by comedian and car buff Adam Ferrara, Tanner Foust and Rutledge Wood *Top Gear* now brings its high-adrenaline action entertainment across the pond with an American edition. The series delves deeper into the colourful history of the automobile featuring super-cars, extreme stunts and challenges, car reviews and celebrity interviews.

Modern Marvels

Modern Marvels celebrates the ingenuity, invention and imagination found in the world around us, with an emphasis on the fascinating stories of the doers, the dreamers and the sometime-schemers that create everyday items, technological breakthroughs and the manmade wonders.



new specials

History of the World in 2 Hours

Did you know that 1% of the white noise you see on your television is actually background radiation from *The Big Bang*? This special tells the 14 billion year history of our world in two hours, giving surprising connections to our daily lives. From the formation of the earth and the emergence of life, to the advance of man and the growth of civilization, it's a rapid-fire view of our unforgettable story.

Going Medieval

Weapons expert Mike Loades takes viewers on a high energy, action-filled, fact-rich rampage through the medieval world. Along the way, Mike will separate myth from reality and find out what it was like to live, work and fight through this extraordinary time.

How Many People Does it Take?

How many people does it take to make things like a light bulb, an elevator, a Mack truck, a Louisville Slugger and a Dodge Viper SRT 10? This two-hour series explores every day technologies in a fun, fast-paced interactive format, where viewers learn the dramatic and often startling facts behind their construction.



NATIONAL GEOGRAPHIC CHANNEL HD

National Geographic Channel is Canada's #1 digital channel full of compelling investigative specials and thrilling and daring series.



Chasing UFO's

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Wicked Tuna

new series

Wicked Tuna

In Gloucester, Massachusetts, there's a special breed of fishermen. For generations they've used rod and reel to catch the elusive bluefin tuna. When one bluefin can bring in as much as \$20,000—they'll do whatever it takes to hook up.

Chasing UFO's

A team of trained investigators sets out to uncover the truth about UFOs. Risking it all, this team investigates and dissects some of the most mysterious sightings on the planet to unearth stunning new evidence.

American Gypsies

Meet the Johns family, one of Manhattan's most prominent Gypsy families. In each episode cameras document their efforts to preserve Gypsy customs amid the vices of the city, while upholding their family's power in the community and expanding their psychic show empire.

Border Security: Canada's Front Line

Border Security: Canada's Front Line is a documentary series that takes viewers behind the scenes at the Canada Border Services Agency for an exclusive look at the high stakes drama that is everyday life for border security officers.



American Gypsies



Dog Whisperer

new seasons

Dog Whisperer

From Miami to New York and Los Angeles, Cesar Millan travels around the USA rehabilitating dogs, training owners and sharing his "exercise, discipline, affection" formula for balanced dogs.

Locked Up Abroad

From kidnap and torture to foolish plans to smuggle drugs, this nail-biting series tells the harrowing stories of people who set out hoping for adventure or easy money, only to end up in situations beyond their worst nightmares.



Locked Up Abroad

Wild Justice

Outmanned and outgunned, these officers patrol hundreds of miles of land, coastline, rivers and streams throughout the state of California. These are the California Game Wardens, and they're on duty around the clock to ensure *Wild Justice* is brought to residents and animal inhabitants.

Boarder Wars

Every day thousands of men, women, and children attempt to enter the United States illegally. Follow the officers and agents of U.S. Customs and Border Protection (CBP) as they scour the inhospitable landscape at one of the busiest border crossings in the country, seeking to fight terrorism and intercept illegal entrants from the air.

America's Lost Treasure

From the Producers of *Deadliest Catch*, *Ax Men*, and *Storage Wars*, follow hosts Curt Doussett and Kinga Philipp as they travel to ten U.S. cities, inviting locals to bring in their artifacts to find out what they're really worth. When the investigation is complete, owners and their families learn the true story—and value—of their treasured objects.



Wild Justice

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)



More likely to:

- Be willing to pay more for enviro-friendly products (113) and be concerned about the quality of our drinking water (114); have made donations to international relief/development charities in past 12 months (115)
- Have a keen sense of adventure (109) and love fresh air and outdoor activities (107), enjoy sailing (165), ice hockey (147), volleyball (118), baseball/softball (133) fishing (149) and mountain biking (167). Travel activities outside of Canada have included golf (158), hiking/adventure tours (110) and going to the beach (122)
- Say they are prepared to pay more for good quality wine (114) and drink 4+ beers in the past 7 days (146)

- Try to do as much car maintenance work themselves as possible (126), say they are good at fixing mechanical things (117) and purchase automotive supplies/products (153)
- Have bought window treatments (118) and furniture (130) in past 12 months and home improvement items/tools (120) in past 2 years
- Always be one of the first of their friends to try new products (124) and people expect them to give good advice about products/services (116)
- Do food shopping most often at a bulk food store (133) and spend \$150+ on food shopping in an average week (113), use ready to serve soup (116), frozen main courses (113), instant coffee (112), frozen hot snacks (108), frozen desserts (109) and energy/sport drinks (147)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- Canada's #1 digital network!
- The top ranking digital network in the Top 20 across ALL Specialty
- Experienced 14-24% growth over Spring 11 for key demographics
- *Titanic: The Final Word* with James Cameron on April 9/12 became the most watched show ever on the network for A25-54*

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted

*Aug 31/09 - May 27/2012

HOW DO YOU DESCRIBE YOUR PROFESSIONAL SELF?

I am a tough but fair negotiator. I am very good at building and maintaining relationships with people both internally at OMD and externally. I have passion for what we do and I always want to the best for my clients.

WHAT DO YOU LIKE ABOUT YOUR JOB?

I love negotiating and putting all the buying pieces together to come up with strong campaigns for my clients. I also really like dealing with all the people and the daily variety of my job. It is fast paced and exciting and everyday is a new day.

DESCRIBE ONE OF YOUR GREAT CLIENT CAMPAIGNS WHICH UTILIZED SHAW MEDIA ASSETS. WHY WAS IT DEEMED SUCCESSFUL?

Rogers partnered with Global and *Glee* to bring a contest to High school students to allow them to *Glee-ify* their school prom. This promo had TV integration and Digital components and was a huge success. The contestants had to enter online and provide a short essay and items such as video and/or photos, as to why their school should have their prom *Glee-ified*. The winner was announced on the *Glee* season finale. The winners received a pre-recorded video/song performed by some of the cast of *Glee*, DJ, *Glee* themed décor, *ET Canada* Red carpet, *Glee* merchandise and *Glee* themed interactive photo booth. The success was that Rogers wireless sales increased by about 10%. We also saw Twitter and Facebook go crazy for the promo and a lot of people were talking about it. There were also a large amount of entries. This overall had a very positive influence on Rogers with such a great association with the show which fit their target perfectly. Bottom line the client was very happy and saw the success of the program. The client was also very pleased with the way everything was handled on the Shaw side and would definitely come back to do more.

WHAT DO YOU HOPE YOUR TEAM WILL BE ABLE TO DO MORE OF IN THE FUTURE?

I am excited to see how we as buyers evolve into purchasing video vs just TV. It is definitely the way of the future and we are preparing for that. I hope that everyone will be buying experts across all video screens within the year. I also would like our buyers working on more integrated opportunities. We often get into the groove of buying standard GRP campaigns and we know that integration always generates higher awareness.

IF YOU HAD A MAGIC WAND, WHAT WOULD YOU CHANGE ABOUT THE MEDIA BUSINESS?

I really want our business to be more automated. We are so close to being there. It is amazing to see the efficiency in having everything done through the computer with things that we are so used to doing manually. It allows our buyers to do greater work and working with broadcasters to create great ideas for the clients.

WHAT ARE THE QUALITIES OF A GREAT SALES REPRESENTATIVE?

Good listener, tough but fair, is able to find the fine line between pleasing the client while getting the best price for their company. I also think a rep should know as much as they can about our clients and the agency they work with and should be able to build relationships with all the people they work with from Assistants to Managers.

IS THERE SOMETHING THAT THE SHAW MEDIA SALES TEAM COULD DO FOR YOU OR YOUR CLIENTS THAT WE ARE NOT CURRENTLY DOING?

Work closely with us to come up with more client customized promotions and/or integrations.



Kim Dougherty

Director of Trading and Accountability

OMD CANADA



ON WHICH DEVICE DO YOU MOST OFTEN WATCH YOUR FAVORITE SHOWS? WHY?

One of the 5 TV's I have in my house. I like watching TV on a screen that I can see and it is fun to watch our favourite shows as a family.

WHEN YOU MISS YOUR FAVORITE SHOW, HOW DO YOU CATCH UP? PVR, ON LINE, VOD?

I usually catch up on my PVR or my iPad. I don't usually miss my favourite shows.

PICK WHICH NEW GLOBAL SHOW HAS THE BEST POTENTIAL FOR TOP 10 STATUS.

I would have to say that *Elementary* will be in the top 10, it has had a lot of buzz and people are excited for a new spin on *Sherlock Holmes*.

WHICH WILL BE THE MOST INTERESTING TIME SLOT TO WATCH HOW VIEWERS RESPOND THIS FALL? WHY?

I would say it is Wednesday's at 10pm. It has 2 new shows, *Nashville* and *Chicago Fire* along with *CSI* and *Bachelor Canada*. This is big competition between 4 shows with overlapping audiences. I think *Chicago Fire* has its work cut out for it, as it's true competition is a tried and true program *CSI*. It has a lot of appeal with a sexy young cast and big exciting scenes of rescue. and will skew slightly younger so it definitely has a good chance. *Bachelor Canada* will have more competition from *Nashville* which is turning out to be a bit of a night time soap with a very similar audience. Rogers has to make this a success and pull out all they need to to make this work. So each show has some high stakes. It will be a fight to the finish on Wednesday at 10p.

WHAT TYPE OF SHOW DO YOU THINK SHOULD BE ADDED TO ANY OF THE SHAW MEDIA SCHEDULES?

I watch a lot of TLC and I know you have picked up some of their programming, a lot of the shows are very popular and would work well on your specialty stations. I also am a big fan of reality and if you could find a really unique new reality show I am sure it would do well. Comedies are also making a comeback and you don't want to miss out on the trend.

WHY DO YOU FEEL THAT VIDEO CONTENT IS STILL THE BEST WAY TO REACH YOUR CONSUMERS?

Because it is available to everyone easily. People still like sitting around and watching their favourite shows and it is easy to share with family and friends. There is always the great watercooler talk or now the tweets to allow us to continue to enjoy the shows the day after.

WHO WOULD YOU BE, IF YOU COULD BE ANY SHAW MEDIA CONTENT CHARACTER? WHY?

Ideally I would be a contestant on *Big Brother*. Because this is my favourite show and I have watched it since the beginning. It is a very strategic game and I would win!

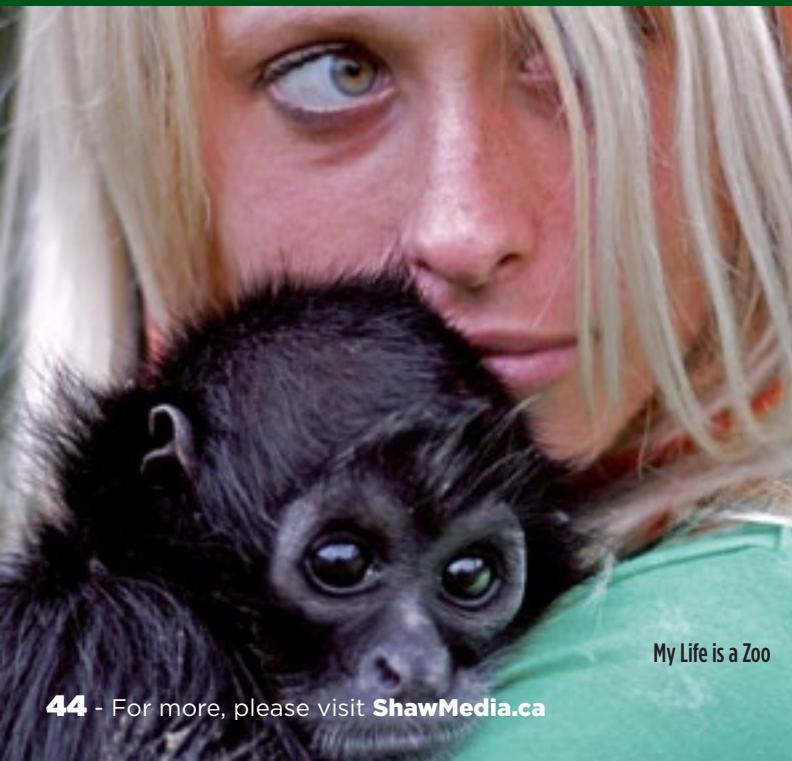
WHAT IS YOUR PERSONAL PASSION?

My personal passion is watching TV and the programming side of the business. I love figuring out broadcaster schedules and where shows should be to maximize audience levels. I do this not because of my job but because I truly love it and find it fascinating! My first passion is really my family!

KEY
CLIENT
PROF



Experience the best, most powerful encounters with wildlife ever seen on television. Backed by an unparalleled reputation for quality **Nat Geo Wild** taps into the instincts that bring viewers closer-than-ever to animals. From the most remote environments, to the forbidding depths of our oceans, to the protected parks on our doorsteps; exciting stories, inspiring heroes and surprising moments make **Nat Geo Wild** the ultimate all-animal television network.



My Life is a Zoo

new series

My Life is a Zoo

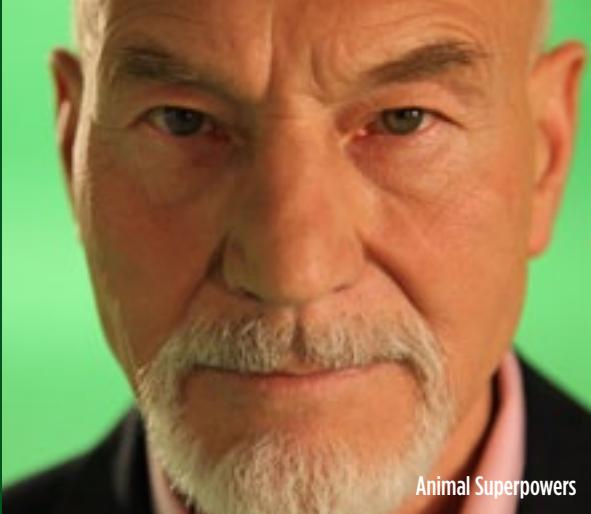
Life never stops when you've got over 400 mouths to feed. Bud and Carrie have cages to clean, enclosures to shovel out, a stallion on the loose and a pregnant white tiger to contend with in their zoo.

Big Baboon House

In big brother fashion a house is built, furnished and filled with cameras to catch the daily drama and interactions of its inhabitants, there's just one catch the subjects are baboons. A ground breaking experiment set to reveal the secret lives of baboons to find out just how different they really are to humans.



Big Baboon House



Animal Superpowers

Animal Superpowers

British actor **Patrick Stewart**

Stewart explores the science behind the animal kingdom's most formidable superpowers in the ultimate survival-of-the-fittest competition. Assisted by wildlife experts and stunning virtual models, find out different species have evolved and developed mesmerizing powers.

Freaks & Creeps

National Geographic Emerging Explorer Lucy Cooke is on a one-woman mission to show why the ugly, weird and overlooked animals of the world can be cute, cuddly and deserving of attention.

Wild Case Files

Wild Case Files investigates the very strangest stories from the natural world. Each episode combines groundbreaking science and classic detective work to unravel the wildest of wild mysteries including exploding toads in Germany; drunken moose in Sweden; and blind kangaroos in Australia.

Outback Wrangler

Australia's Northern Territory wetlands are home to one of the largest crocs on earth, saltwater crocodiles. From November to March, when these crocs lay their eggs, Matt Wright and his mates must collect all 20,000 eggs in the most dangerous of all places in croc territory - the mother croc's nest.



Freaks & Creeps

Fish Tank Kings

Fish Tank Kings follows Florida based custom aquarium specialists, Living Color. These aquarium artists are regularly challenged with distinguished client's requests to create over the top, stunning and memorable aquatic exhibits to display in a variety of locations.

Animal Fugitives

Animals may seem harmless and friendly when they're fenced in, but what happens when they make an escape and rampage through the streets? *Animal Fugitives* reveals the thrilling true-life stories of when beasts break free.

Wild Nights

National Geographic Explorer Mireya Mayor is beyond crazy. Watch as she takes no prisoners travelling through Rio, Miami and New Orleans in search of animals one normally would like to stay far away from.

Zoo Confidential

Zoo Confidential gives unprecedented access to life behind the scenes at one of America's major zoos in Houston, Texas. This is a world the public don't usually get to see - what goes on before the visitors arrive and after they have gone, what happens when animals are sick or giving birth, when new ones arrive, and all the work that goes into keeping the animals healthy and happy and the visitors entertained and informed.

Extreme Animal Rescue

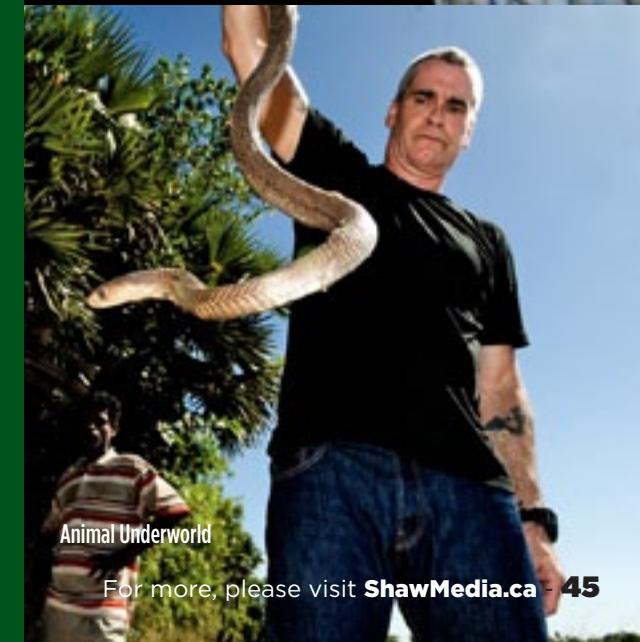
In *Extreme Animal Rescue*, wildlife expert Donald Schultz and actress and animal advocate Alison Eastwood (daughter of Clint Eastwood) seek sanctuary for animals of all kinds.

Animal Underworld

Rock frontman Henry Rollins investigates animal fixations from around the world in *Animal Underworld*. From illegal snake smuggling, to underground breeders creating snakes not found in nature, Rollins uncovers America's secret snake subculture.



Wild Nights



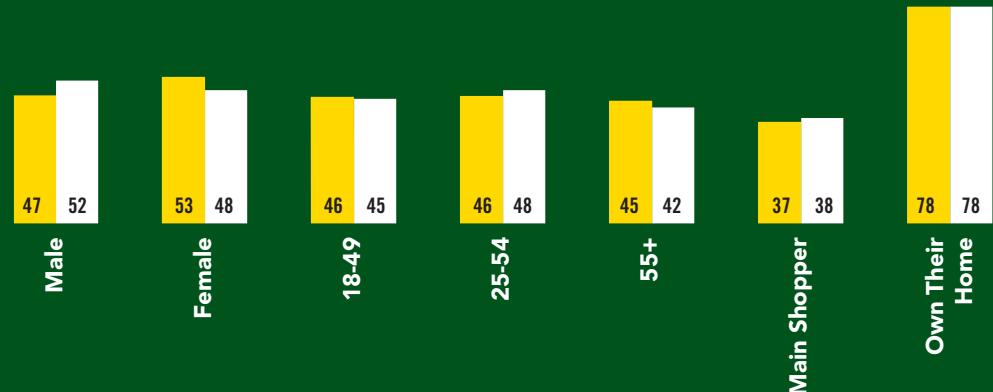
Animal Underworld

Audience Profile

Source: BBM Canada PPM Data,
M-Su 2a-2a (SP12: 5/7/2012 to 5/27/2012)

Demographic Profile % of A18+ AMA, English Canada

Total TV
Nat Geo Wild



More likely to:

- Live in a single detached house (110) and have moved in the past year (122)
- Use their computer to visit social networking sites (107) and spend 11-15 hours on the internet (131) in the past week
- Use their mobile phone for watching video (117), sending/checking email (125), downloading music (116) and listening to the radio (151)

- Have a personal loan (111) and invest in term deposits/guaranteed (108) and registered retirement income (123)
- Own a domestic vehicle (127) and have had their current vehicle for 3+ years (104)
- Travel within their own province for business (121)
- Enjoy musical concerts (154)

Source: BBM Canada PPM Data (SP12 / SM12 = May 7 – Jun 27/12) / English Canada / Comp% of A18-54

Key Research Findings

- Nat Geo Wild ranks as a Top 20 Digital Station
- Nat Geo Wild has experienced an increase in audience of 60% since the station launch

Source: BBM Canada PPM Data (May 7 - June 24/2012) / Total Canada A25-54 AMA (000) unless otherwise noted





Cindy Drown
VP, Co-Managing Director
JUNGLE MEDIA



HOW DO YOU DESCRIBE YOUR PROFESSIONAL SELF?

Old school work ethic with new school approach.

WHAT DO YOU LIKE ABOUT YOUR JOB?

What's not to like??? It's like taking the best bits of high school (math, debate, stats, drama, art, business, geography, spare and sci & tech) mixing it with the greatest talent and personalities anyone could hope to work with and for..... and centering it all around TV!!!! Who doesn't love TV?? Not to mention the icing on this great cake of ours. Where else can an average Joe haggle over hundreds of thousands of dollars every day, meet captains of industry and proper celebrities AND dine at the best restaurants in the city? I certainly don't know of another.

DESCRIBE ONE OF YOUR GREAT CLIENT CAMPAIGNS WHICH UTILIZED SHAW MEDIA ASSETS. WHY WAS IT DEEMED SUCCESSFUL?

Honestly that is a tough one. There are a lot of them; all successful for their own individual goals. But since the popular topics of the day are multi-screens and innovation, I will zag and go with simple, perfect execution (at a great price). The IKEA Menu Frames that we did with HGTV where the "coming up next" shot pulled back to reveal that the message was actually on a tv in a beautifully appointed IKEA room and then flipped closed and revealed it was actually a page in the catalogue is maybe my favourite execution of all time. It was perfectly crafted thanks to Trevor and his team, tied in beautifully with IKEA and its catalogue launch and it didn't break the bank.

WHAT DO YOU HOPE YOUR TEAM WILL BE ABLE TO DO MORE OF IN THE FUTURE?

Win more Shaw building, decorating and cooking Agency competitions.

IF YOU HAD A MAGIC WAND, WHAT WOULD YOU CHANGE ABOUT THE MEDIA BUSINESS?

I would have every medium and its varied off shoots have the same type and robust measurement system.

WHAT ARE THE QUALITIES OF A GREAT SALES REPRESENTATIVE?

Honest, collaborative, flexible, powerful, knowledgeable and fun.

IS THERE SOMETHING THAT THE SHAW MEDIA SALES TEAM COULD DO FOR YOU OR YOUR CLIENTS THAT WE ARE NOT CURRENTLY DOING?

Nothing at all, you're perfect just the way you are!

ON WHICH DEVICE DO YOU MOST OFTEN WATCH YOUR FAVORITE SHOWS? WHY?

Favourite or not, I watch all primetime shows via PVR. To align my family's viewing with my family's free time. The only tv that I watch live is rainy weekend afternoon shows.

WHEN YOU MISS YOUR FAVORITE SHOW, HOW DO YOU CATCH UP? PVR, ON LINE, VOD?

PVR....but then again, what do "my" viewing habits have to do with anything? If everyone watched what and the way I watch, well, those tv schedules would be a total mess.

PICK WHICH NEW GLOBAL SHOW HAS THE BEST POTENTIAL FOR TOP 10 STATUS.

Depends entirely on the target, but to generalize, Elementary has the best time period potential.

WHICH WILL BE THE MOST INTERESTING TIME SLOT TO WATCH HOW VIEWERS RESPOND THIS FALL? WHY?

Thursday's at 9pm. Grey's vs Glee vs Persons of Interest. All solid shows, all in competition. Will they damage each other, bring more tuning to the hour or inspire more playback viewing?

WHAT TYPE OF SHOW DO YOU THINK SHOULD BE ADDED TO ANY OF THE SHAW MEDIA SCHEDULES?

Between all stations I think you have all the types covered.

WHY DO YOU FEEL THAT VIDEO CONTENT IS STILL THE BEST WAY TO REACH YOUR CONSUMERS?

Its the age old saying that just never gets old....."sight, sound, motion and emotion". It works on all levels.

WHO WOULD YOU BE, IF YOU COULD BE ANY SHAW MEDIA CONTENT CHARACTER? WHY?

Gordon Ramsey. I don't think that needs an explanation.

WHAT IS YOUR PERSONAL PASSION?

Work, family, home and laughing in no particular order.



KEY
CLIENT
PROFILE

SHOWCASETM

Showcase is where viewers will find the best collection of top-rated network dramas, hit blockbuster movies and the best exclusive cable programs not found anywhere else in Canada.



Beauty and the Beast

new series

Beauty and the Beast

Detective Catherine Chandler is a smart, no-nonsense homicide detective. When she was a teenager, Catherine witnessed the murder of her mother at the hands of two gunmen. Catherine would have been killed too, but someone – or something – saved her. No one has ever believed her, but she knows it wasn't an animal that attacked the assassins... it was human. Years have passed, and Catherine is a strong, confident, capable police officer, working alongside her equally talented partner, Tess. While investigating a murder, Catherine discovers a clue that leads her to a handsome doctor named Vincent Keller, who was reportedly killed by enemy fire while serving in Afghanistan in 2002. Catherine learns that Vincent is actually still alive and that it was he who saved her many years before.

Common Law

Common Law, a comedic take on the buddy cop genre, centers on Wes Mitchell and Travis Marks, two cops with a problem...each other. As partners, they were LAPD's dream team. Now Wes, a methodical former lawyer and Travis, a maverick ladies' man cannot stand each other. To revive their flagging professional relationship, their Captain sends them to couples therapy, lead by Dr. Elyse Ryan. We soon learn that a successful relationship or partnership does not mean you have to like the same things - you just have to hate the same things.



Common Law



Copper

Copper is a gripping crime series set in 1860s New York City, and centres on Kevin Corcoran, an intense, rugged Irish-immigrant cop working the city's notorious Five Points neighbourhood. Corcoran is struggling to maintain his moral compass in a turbulent world, while on an emotional and relentless quest to learn the truth about the disappearance of his wife and the death of his daughter. His friendship with two Civil War compatriots – the wayward son of a wealthy industrialist and an African American physician who secretly assists Corcoran with his work – takes him to the contrasting worlds of elegant Fifth Avenue and rural Harlem.



World Without End

World Without End

World Without End is a rousing epic tale of a feisty young woman, Caris, who inspires her medieval town of Kingsbridge to confront the most powerful forces of her time, namely the Church and Crown, as they must fight to save their town from ruin and, ultimately usher in a new era of freedom, innovation and enlightenment.

new seasons

Warehouse 13

After saving the life of the President, two Secret Service agents find themselves abruptly transferred to *Warehouse 13* — a massive, top-secret storage facility in windswept South Dakota that houses every strange artifact, mysterious relic, fantastical object and supernatural souvenir ever collected by the U.S. government. The Warehouse's caretaker Artie charges Pete and Myka with chasing down reports of supernatural and paranormal activity in search of new objects to cache at the Warehouse, as well as helping him to control the warehouse, itself.

Covert Affairs

Annie Walker is a young CIA trainee who is thrust into the inner sanctum of the agency when she is unexpectedly promoted to field operative. While it appears that she has been plucked from obscurity for her exceptional linguistic skills, there may be something or someone from her past that her CIA bosses are really after.

Royal Pains

Hank is a rising star in the New York City medical community, until he loses everything fighting for the life of a patient. With his career stalled and his personal life in shambles, Hank is in need of a new beginning. That's where his younger brother Evan steps in. Fed up with Hank's personal pity-party, he convinces Hank to join him on a last-minute trip to the Hamptons for Memorial Day weekend. When the brothers crash a party at the home of a Hamptons billionaire and a guest falls critically ill, Hank saves the day. His dramatic medical rescue draws attention from the crowd, and soon Hank's phone starts ringing off the hook with patients demanding house calls.

Haven

A shrewd FBI agent with a lost past who arrives in the small town of Haven, Maine, to solve the murder of a local ex-con only to discover that the curious enclave is a longtime refuge for people with supernatural powers that holds a lot of secrets, including to her own past.



Royal Pains

Showcase.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- Showcase.ca is home to the new hit series, *Continuum*, reporting 693,000 Page Views and 378,000 Video Views since its premiere late May'12.
- Showcase.ca/continuum premium show site offers exclusive behind the scenes pictures and video, a forum and the alternative reality game. The show was also featured on GetGlue, receiving over 50,000 check-ins.
- *Copper*, a new Showcase Original crime series set in 1860s New York City, will launch with several innovative digital extensions when it premieres this Fall.

The hub of show-related activity at Showcase.ca will include a downloadable companion app for iOS that will engage viewers with the show's characters and setting, as well as a community-based social game for Facebook that will encourage players to take part in missions that expand the series narrative.

- High composition of A18-49 (66%, 123 Index) and F18-49 (37%, 139% Index)
- Video views are at an all-time high of 1,800,000/month; up 190% year over year
- 93,000 Total Unique Visitors/month; up 12% year over year
- 33 average minutes per visitor, which is more than double versus last year!
- 1,500,000 Page Views/month; up 13% year over year

Source: Unique Visitors, Video and Profile data comScore Inc. Media Metrix, May'12, 3-month average data. Page Views from Omniture Site Catalyst. May'12, 3-month average data. *Continuum* stats from May-June'12





movies

Inception

In a world where technology exists to enter the human mind through dream invasion, a highly skilled thief is given a final chance at redemption which involves executing his toughest job to date: Inception. Stars Leonardo DiCaprio and Joseph Gordon-Levitt.



The Town

Salt

A CIA agent goes on the run after a defector accuses her of being a Russian spy. Stars Angelina Jolie.



Salt

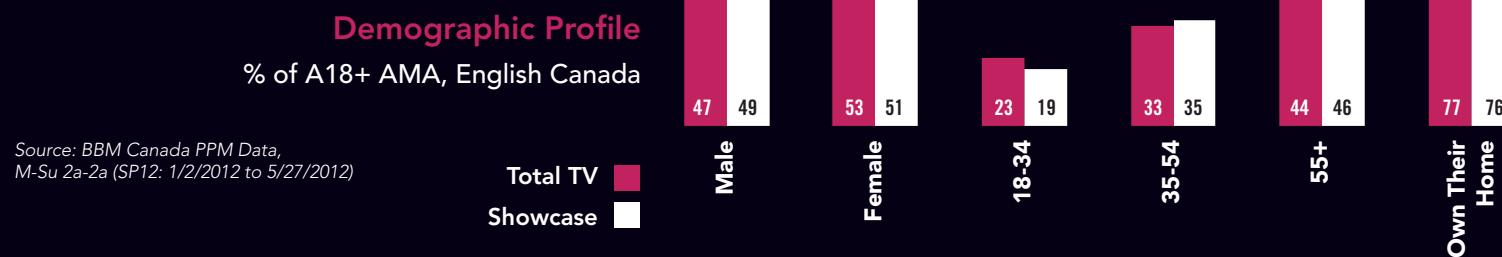
Grown Ups

After their high school basketball coach passes away, five good friends and former teammates reunite for a Fourth of July holiday weekend. Stars Adam Sandler and Kevin James.



Grown Ups

Audience Profile



More likely to:

- Given the choice they would always purchase a full size/luxury vehicle (117), primarily service their vehicle by someone else (137) such as local repair shop/service station (132) or department store auto repair center (114)
- They like to buy products that offer the latest in new technology (123), have played video game systems 2+ times (119) in an average week, rented 3+ video games (171) in the last month and purchased pre-recorded music (129)
- Travel within Canada 3+ times (119) in the last year where they attend sporting events (161), go to the beach (111) and golf (140). They travel outside Canada to attend sporting events (142), take in the night life (149) and are very interested in unfamiliar travel destinations (114)
- In their leisure time they go to movies a lot (123), entertain at home (131), attend popular (119) and rock (149) music concerts, attend museums (121), amusement parks (148), zoo/aquariums (122) and pro sporting events like baseball (191), football (195) and soccer (175)
- Exercise at home (124), enjoy downhill skiing (122), snowmobiling (173), mountain biking (136), playing basketball (158), baseball/softball (165), football (182) and ice hockey (146)
- Often reward themselves with snacks (114) such as chewy candies (129), chocolate/candy bars (130), potato chips (114), snack cakes (118) and ready to serve dips (115). They use toaster products (113), single serve instant hot cereals (112), dry (125) and ready-to-serve (120) soups (125), dry packaged flavored pasta/noodles (119) and frozen hot snacks (118)
- Enjoy beverages such as iced tea (120), ready-to-drink fruit drinks/punches (120), soft drinks/colas (115) and energy/sports drinks (121), drink 4+ glasses of beer (129) in the past week and enjoy mixed drinks with liquor (132) and champagne/sparkling wine (146)
- Have pets (109) and spend on animal health products (114) for cats/dogs. They buy wet dog (138) and cat (116) food

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. populationKey Research FindingsShowcase enjoyed growth vs Spri11 across multiple demos

Key Research Findings

- Top 10 ranking network in many key target groups
- Lost Girl* continues to be a top-ranked program and has been renewed for a third season
- Popular weekend movie titles continue to attract strong audience levels with over 3 million viewers tuning in to Showcase in an average week this Spring (2+)
- Other top-ranked programs include *Covert Affairs*, *Royal Pains* and *Rizzoli & Isles*
- Recently-launched original series *Continuum* is reaching record-setting audience levels for this network

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted

ACTION

Action brings you adrenaline-pumping entertainment. Our smash hit movies with spies and tough guys, adventurers and kung-fu masters will get your pulse racing. Catch the world's greatest heroes like Jason Statham, Bruce Willis and Jet Li. What are you waiting for? Get some!

movies



The Departed

The Departed

Two men from opposite sides of the law are undercover within the Massachusetts State Police and the Irish mafia, but violence and bloodshed boil when discoveries are made, and the moles are dispatched to find out their enemy's identities. Stars Leonardo DiCaprio and Jack Nicholson.

Jonah Hex

The U.S. military makes a scarred bounty hunter with warrants on his own head an offer he cannot refuse: in exchange for his freedom, he must stop a terrorist who is ready to unleash Hell on Earth. Stars Josh Brolin and Megan Fox.

The Other Guys

Two mismatched New York City detectives seize an opportunity to step up like the city's top cops whom they idolize -- only things don't quite go as planned. Stars Will Ferrell and Mark Wahlberg.

The Dark Knight

When Batman, Gordon and Harvey Dent launch an assault on the mob, they let the clown out of the box, the Joker, bent on turning Gotham on itself and bringing any heroes down to his level. Stars Christian Bale and Heath Ledger.



Jonah Hex

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)



More likely to:

- Feel they are good at fixing mechanical things (121), purchased auto supplies/products (117), spent up to \$20,000 on a vehicle (114) and get quite attached to their car (121)
- Own surround sound speakers (120), play video game systems (153) 2+ times in an average week and rent 3+ video games (186) in the past month
- Go to the movies a lot (123), attend rock (114) and country (140) music concerts, enjoy woodworking/building (173) and travel in Canada for sporting events (153) hunting/fishing (143) and to take in the night life (128)
- Exercise at home (119), play golf (124), basketball (298), soccer (174), hockey (229), enjoy mountain biking (181) and power boating (145)
- Go to a museum (124), attend zoo/aquarium (118), nightclubs bars (123), attend various pro-sporting events such as baseball (252), football (280) and hockey (157)
- Be medium/heavy consumers of chewing gum (148), chocolate/candy bars (146), potato chips (161) and soft drinks/colas, believe Canadian beer is the best beer in the world (132) and consume 4+ beers (149) in the past week
- Use personal care products such as breath fresheners (118), hair sprays and styling mousse/gels (123), acne products (110), men's aftershave lotion (177), shaving creams/gels (132), condoms/contraceptives (119) and contact lens cleaning solutions (112)
- Purchase animal health products for cats and dogs (116), cat treats (121) or wet food (129) and dog biscuits/treats (114) or wet food (130)

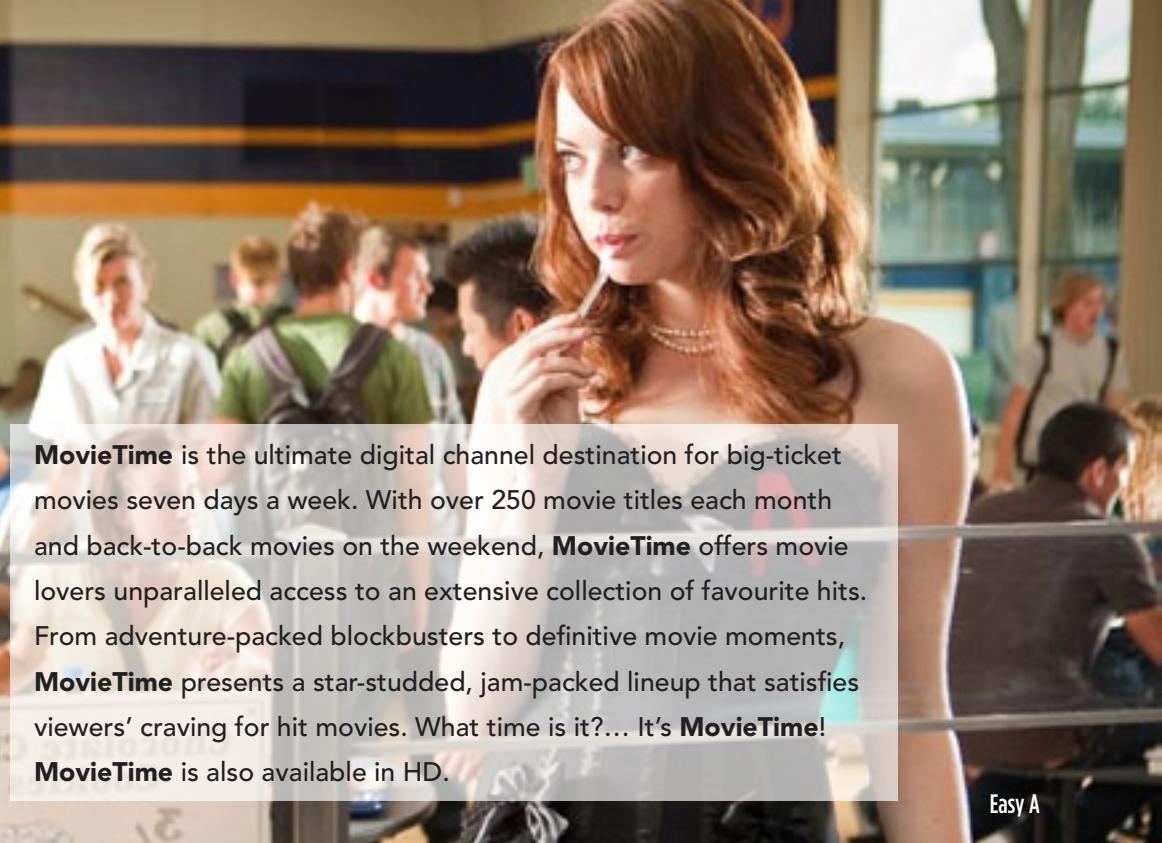
Source: PMB 2012 2-year readership database, English Canada, Index based on Comp % of A18-54 vs. population

Key Research Findings

- Action enjoyed growth vs Spring '11 across multiple key target groups
- Top 3 ranked Digital network across many key demos
- For Spring '12, Action ranked Top 20 among ALL Specialty for A25-54 and M25-54
- Over one million viewers tuned into Action this Spring in an average week (Ind. 2+)

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted





MovieTime is the ultimate digital channel destination for big-ticket movies seven days a week. With over 250 movie titles each month and back-to-back movies on the weekend, **MovieTime** offers movie lovers unparalleled access to an extensive collection of favourite hits. From adventure-packed blockbusters to definitive movie moments, **MovieTime** presents a star-studded, jam-packed lineup that satisfies viewers' craving for hit movies. What time is it?... It's **MovieTime**! **MovieTime** is also available in HD.

Easy A

new movies

The Dark Knight

When Batman, Commissioner Gordon and Harvey Dent launch an assault on the mob, the Joker becomes bent on turning Gotham on itself and reeking havoc. Stars Christian Bale, Heath Ledger, Maggie Gyllenhaal and Aaron Eckhart.

Salt

A CIA agent goes on the run after a defector accuses her of being a Russian spy. Stars Angelina Jolie and Liev Schreiber.

Due Date

High-strung father-to-be Peter Highman is forced to hitch a ride with aspiring actor Ethan Tremblay on a road trip in order to make it to his child's birth on time. Stars Robert Downey Jr., Zach Galifianakis and Michelle Monaghan.

The Tourist

An American tourist meets a mysterious beauty who drags him into a dangerous world of intrigue and espionage while travelling through Europe. Stars Johnny Depp and Angelina Jolie.

Easy A

A clean-cut high school student relies on the school's rumor mill to advance her social and financial standing. Stars Emma Stone, Amanda Bynes and Penn Badgley.

Country Strong

A rising young singer songwriter works with a fallen country star. As the pair embark on a career resurrection tour, romantic entanglements and old demons threaten to derail their lives. Stars Gwyneth Paltrow, Leighton Meester and Tim McGraw.



Shutter Island

U.S. Marshal Teddy Daniels investigates the disappearance of a murderer that escaped from a hospital for the criminally insane and is presumed to be hiding nearby. Stars Leonardo DiCaprio, Ben Kingsley, Michelle Williams and Mark Ruffalo.

Brothers

A young man comforts his older brother's wife and children when he returns after he's been missing in Afghanistan. Stars Jake Gyllenhaal, Natalie Portman and Tobey Maguire.

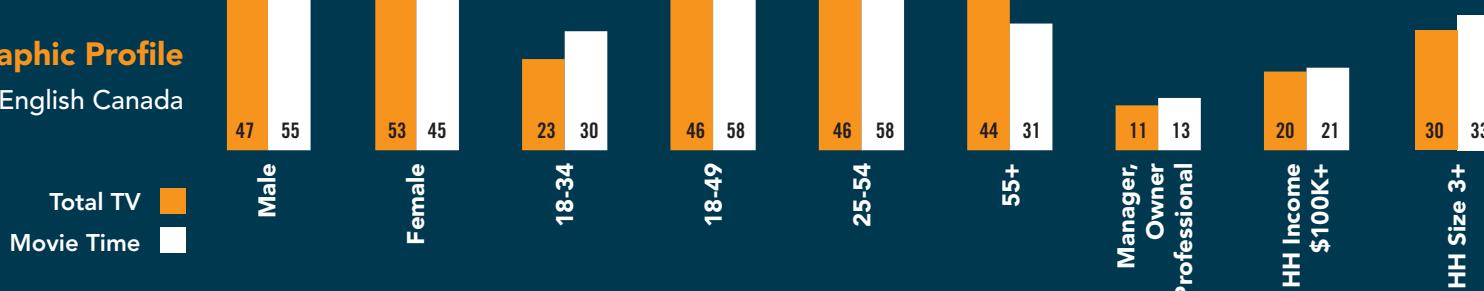


Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)



More likely to:

- Buy products that offer the latest in new technology (120), have a cell phone (117), e-reader or touchscreen tablet (117), thin screen plasma/LCD TV (113), purchased software (111) and play video game systems 2+ times in an average week (130)
- Service their vehicles at department store auto repair centre (137), local repair shop/service station (133) or auto repair/specialized chain store (129), purchase auto supplies/products (117) and have a motorcycle licence (163)
- Say they are more of a spender than a saver (109), look for designer labels when buying clothes (129) and purchase fine jewellery (128)
- Visit a home show/exhibition (107), spend \$5000+ on home improvements (105), purchase home improvement items/tools (107) and enjoy woodworking/building (196)
- Exercise at home (120), go snowboarding (163), mountain biking (151), fishing (190), power boating (134), play various team sports like basketball (261), ice hockey (152) and soccer (147) and attend various pro-sporting events such as baseball (180) and football (188)
- Often reward themselves by having a snack (114) such as pudding (118), and snack cakes (137), hard candy/mints (140), chewy candies (152), chewing gum (161) chocolate/candy bars (133) and potato chips (147)
- Drink fruit drinks/punches (119), soft drinks/colas (115), energy/sports drinks (124), instant coffee (123), enjoy prepared mixed drinks with liquor (128) and drink 4+ beers (109) in the past week.
- Spend on grocery/personal care items such as frozen hot snacks (118), toaster products (113), instant breakfast mixed with milk (149), dry (113) and condensed (110) soups, baby/children care products (112), men's aftershave (151), hair styling mousse (123) and gels (126), condoms/contraceptives (109)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- MovieTime enjoyed double-digit growth vs Spr'12 in key 25-54 demos
- MovieTime is consistently ranked in the Top 10 Digital Channels
- Ranked Top 25 of all Specialty for M25-54 and M18-49
- Almost 1 million viewers tuned in to MovieTime last Spring in an average week (Ind. 2+)

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted



TVtropolis is the home of back-to-back hit TV series offering TV lovers the ultimate destination to catch all their favourites. Viewers can find a variety of sitcoms such as *Friends*, *That 70's Show* and *3rd Rock from the Sun*. **TVtropolis** is available in over six million homes across Canada.



Impractical Jokers

new series

Impractical Jokers

Impractical Jokers follows the four members of the comedy troupe The Tenderloins as they coerce one another into doing public pranks while being filmed by hidden cameras.

Law & Order

TV's longest running crime series comes to TVtropolis. In the criminal justice system, the people are represented by two separate, yet equally important, groups: the police, who investigate crime, and the district attorneys who prosecute the offenders.



King of Queens

returning series

Friends

Following the lives, love lives and trials and tribulations of six 30-somethings, Monica, Chandler, Joey, Phoebe, Ross and Rachel, as they navigate their way through life in Manhattan.



Friends

King of Queens

Blue-collar married couple, Doug, a deliveryman, and Carrie, a secretary at a law firm, have a pretty good life, with a big TV and friends to watch it with. But when Carrie's goofy and annoying father Arthur moves in, they're forced to make the best of an awkward situation.



Married with Children

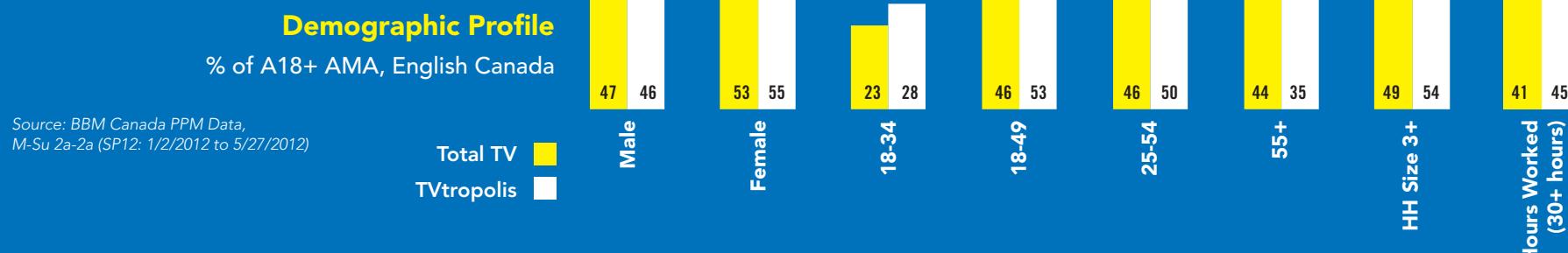
Al Bundy is a misanthropic women's show salesman with a miserable life. He hates his job, his wife is lazy, his son is dysfunctional and his daughter is promiscuous.



That 70's Show

Married with Children

Audience Profile



More likely to:

- Enjoy activities such as camping (150), fishing (149), jogging (152), swimming (137), mountain biking (163), bowling (154), golf (143), billiards (195), going to amusement parks (156) and going to popular (192) and rock (214) music concerts
- Prefer traveling to unfamiliar destinations for vacation (120); when traveling outside of Canada, enjoy attending cultural events (149), taking in the night life (202) as well as participating in sports activities (214) and hiking/adventure tours (163)
- Use hair sprays, styling mousse/gels (126), perfume/cologne (122), body wash (112) and face/body skincare products (105)
- Reward themselves with snacks (114) and prefer items as pretzels (114), snack/party mixes (133), popcorn (122), snack cakes (142), hard candy/mints (133), chewy candies (159), chocolate/candy bars (147), chewing gum (132) and often buy private label/store brands (140)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

- Drink ice tea (156), soft drinks/colas (114), energy/sports drinks (175), beer (127), rum (148) and vodka (146)
- Buy products that offer the latest in new technology (115), purchased software (110), own a cell phone (111) or smart phone (117), an e-reader or touchscreen tablet (108), video game system (149), pre-recorded music (136) as well as recently watched pre-recorded movies/DVDs (118)
- Purchase a used vehicle (141), have a local repair shop/service station service their vehicle (195), buy automotive supplies/products (116) and get quite attached to their cars (113)
- Own 1+ dogs (107), purchase wet dog food (119) and dog biscuits/treats (118)



Key Research Findings

- Ranks amongst Top 20 Specialty networks against key target groups
- TVtropolis top ranked programs include *Frasier*, *3rd Rock From the Sun* and *The Drew Carey Show*
- In an average week TVtropolis reaches 2 million Canadians (Ind 2+)*

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted

*Ind 2+ AvWkly Rch (000)



HOW DO YOU DESCRIBE YOUR PROFESSIONAL SELF?

Tough but fair and a good mentor. What you see is what you get.

WHAT DO YOU LIKE ABOUT YOUR JOB?

The people the pace and the creativity.

**DESCRIBE ONE OF YOUR GREAT CLIENT CAMPAIGNS WHICH UTILIZED SHAW MEDIA ASSETS.
WHY WAS IT DEEMED SUCCESSFUL?**

Becel Love Your Heart Benefit Concert. We didn't just talk at women we invited them to join a conversation about, and to participate in, their heart health lead by Shaw TV personalities. TV was at the center of the campaign but it was TV's ability to amplify out and include all of our additional platforms in an integrated and engaged manner that made this a success story. Our broadcast partner, Shaw worked collaboratively with us and our client to produce the final element of our campaign, a TV documentary featuring the original concert, the cause and the conversation. The documentary provided us the opportunity to reach all women across Canada through an intimate evening of entertainment and inspiration right into their own living rooms. This campaign was a huge success, not only in raising awareness and sparking a movement, it has also been recognized with multiple industry awards, including the Media Innovation Awards and the Cassies for advertising effectiveness.

WHAT DO YOU HOPE YOUR TEAM WILL BE ABLE TO DO MORE OF IN THE FUTURE?

Negotiations based on solid research and results across all platforms in real time.

IF YOU HAD A MAGIC WAND, WHAT WOULD YOU CHANGE ABOUT THE MEDIA BUSINESS?

More and better research with the same methodology across all media for real reach/ frequency as well as engagement measurement. I would also undo all the consolidation of the past decade.

WHAT ARE THE QUALITIES OF A GREAT SALES REPRESENTATIVE?

Knowledge of their product as well as knowledge of their buyers all wrapped up in a "can do" attitude and topped by a bow of good healthy humor.

ON WHICH DEVICE DO YOU MOST OFTEN WATCH YOUR FAVORITE SHOWS? WHY?

Mostly I watch TV on my 60" plasma, but the odd times I do watch TV shows elsewhere it is on my ipad.

WHEN YOU MISS YOUR FAVORITE SHOW, HOW DO YOU CATCH UP? PVR, ON LINE, VOD?
VOD

PICK WHICH NEW GLOBAL SHOW HAS THE BEST POTENTIAL FOR TOP 10 STATUS.

Elementary - Thursdays at 10pm – huge buzz..- has Glee lead in.

WHICH WILL BE THE MOST INTERESTING TIME SLOT TO WATCH HOW VIEWERS RESPOND THIS FALL? WHY?

Glee moving to Thursdays @ 9pm against Greys Anatomy - has lead in of The Last Resort, these are two vastly different audiences, either the move will help get more mature males interested in Glee or it will be a lost opportunity.

WHAT TYPE OF SHOW DO YOU THINK SHOULD BE ADDED TO ANY OF THE SHAW MEDIA SCHEDULES?

Shaw have very targeted specialty offerings HGTV and History are great examples. In addition on Conventional they have a targeted night on Sunday with the young male audience watching animation. What Shaw currently does not have are any competition/dancing/singing reality type shows. These formats are seen a lot on CTV, Rogers and even CBC, the challenge for Shaw is coming up with a concept that has not already been done to death.

WHY DO YOU FEEL THAT VIDEO CONTENT IS STILL THE BEST WAY TO REACH YOUR CONSUMERS?

Video is the only form of advertising communication that combines motion, sight and sound, and with good creative is very persuasive.

WHAT IS YOUR PERSONAL PASSION?

That is a difficult one, my passions have changed as I have changed. I would have to say in the past few years I have developed a passion for yoga.

**KEY
CLIENT
PROFIL**

mystery TV

As the home of current hit crime and suspense series, **MysteryTV** challenges true crime and drama lovers to solve a new puzzle every hour.



returning series

Burn Notice

A spy recently disavowed by the U.S. government uses his Special Ops training to help others in trouble. Stars Jeffrey Donovan and Gabrielle Anwar.

Hawaii Five-O

Steve McGarrett returns home to Oahu, in order to find his father's killer. The governor offers him the chance to run his own task force (Five-O). Steve's team is joined by Chin Ho Kelly, Danny "Danno" Williams and Kono Kalakaua. Stars Alex O'Loughlin and Scott Caan.

NCIS: Los Angeles

The Naval Criminal Investigation Service's Office of Special Projects takes on the undercover work and the hard to crack cases in LA. Key agents are G. Callen and Sam Hanna, streets kids risen through the ranks. Stars Chris O'Donnell and LL Cool J.

Burn Notice

NCIS: Los Angeles



Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)



More likely to:

- Keep abreast of changes in style and fashion (141), look for designer labels when shopping for clothes (177), spend on fine jewellery (143) and attend spas (138)
- Feel incomplete without their perfume/fragrance (109), buy makeup (126), nail care product/polish (118), hair coloring (138), acne products (131) and men's aftershave lotion (221)
- Spend up to \$20,000 on a vehicle (107), service their auto at a department store auto repair center (153) or local repair shop/service station (153)
- Have non-RRSP investments (145), purchase private health insurance (143) and have a will (126)
- Recycle everything they can (106), be willing to volunteer their time for a good cause (108) and feel that how they spend their time is more important than the money they make (107)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Finding

- A Top 10 digital station against all major demos

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted



Hawaii Five-0



For TV Buffs, **Deja View** relives the laugh out loud and defining moments of TV because...We provide the ultimate, daily source of classic TV comedy hits.



Designing Women

returning series

Designing Women

Outspoken feminist Julia Sugarbaker runs a design firm out of her Atlanta home, along with her shallow ex-beauty queen sister, Suzanne, divorced mother Mary Jo, and, naive country girl Charlene. Stars Delta Burke and Dixie Carter.

All in the Family

A working class bigot constantly squabbles with his family over the important issues of the day. Stars Carroll O'Connor and Jean Stapleton.

Roseanne

The story of a working class family struggling with life's essential problems: Marriage, Children, Money and Parents in Law. Stars Roseanne and John Goodman.



All in the Family

Audience Profile



More likely to:

- Read the weekday newspaper 1-2 days in the week (112) and listen to the radio for 3-4 hours per day (137)
- Listen to satellite radio (118), play games online (144) and spend less than \$100 on video games/accessories (123)
- Spend \$50-\$99 on groceries in a week (113) and have a dog (132), cat (123) or other pet (107) in their household
- Have spent \$500-\$999 on furniture in the past year (141) and own a lawn/garden mower (139) or a snowmobile/ATV (125)
- Have made improvements to their roof (167), kitchen (120) or bathroom (106)

Source: FL11 BBM Extended Diary Data / English Canada / Comp% of A18-54

- Plan on purchasing/leasing a vehicle less than \$25,000 in the next year (128) and would likely consider buying a hybrid vehicle (105)
- Have a personal loan (151) and invest in Canadian/provincial savings bonds (131) or other bonds (140)
- Spend \$150-\$249 on clothing/shoes (106), less than \$50 on cosmetics (116) and see themselves as a leader in style/fashion (127)
- Buy their preferred brand even when others are on sale (123)
- Drink 12+ bottles of water in a week (145), 6-11 diet soft drinks (244), prefer low calorie food/drinks (109) and use exercise videos at home (109)

Key Research Finding

- A Top 20 digital station

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012)
/ Total Canada A25-54 AMA (000) unless otherwise noted





Rosemary Cooper

Director, Video Investments

ZENITHOPTIMEDIA



**KEY
CLIENT
PRO
FILE**

HOW DO YOU DESCRIBE YOUR PROFESSIONAL SELF?

Passionate and detailed.

WHAT DO YOU LIKE ABOUT YOUR JOB?

That it's a good balance between left and right brain - there are opportunities for creativity and gut instinct can play a dominant role in decision-making, but, it's balanced with logic and numbers.

WHAT DO YOU HOPE YOUR TEAM WILL BE ABLE TO DO MORE OF IN THE FUTURE?

Integrations - when the fit is right, it allows you to showcase your brand on another level to an attentive audience. Plus, as platforms keep growing, it allows you to reach the viewer however they choose to receive the content and to be in a more receptive frame of mind for your message. Hopefully talent for each additional platform added becomes less of an issue in the future!

IF YOU HAD A MAGIC WAND, WHAT WOULD YOU CHANGE ABOUT THE MEDIA BUSINESS?

Measurement - to be able to come up with a more uniform basis of comparison for different media (ie, GRPs).

WHAT ARE THE QUALITIES OF A GREAT SALES REPRESENTATIVE?

Knowledgeable, Empowered, Responsive, Passionate, Personable

ON WHICH DEVICE DO YOU MOST OFTEN WATCH YOUR FAVORITE SHOWS? WHY?

TV - it usually provides the first viewing experience for the show. Plus it's more an event for a favourite show watching on a larger screen with better picture quality as a shared experience.

WHEN YOU MISS YOUR FAVORITE SHOW, HOW DO YOU CATCH UP? PVR, ON LINE, VOD?

Online - often it's before/after work or at lunch the day after or day of the next episode. It allows me the opportunity to multi-task, but, still get caught up before the next episode. I still remember my first online TV viewing experience with a favourite show at the time - Rock Star Inxs - I could get caught up missed shows online and see the "behind-the-scenes" episode.

PICK WHICH NEW GLOBAL SHOW HAS THE BEST POTENTIAL FOR TOP 10 STATUS.

That's *Elementary*! Good cast, time period and lead-in. Because there are so many good Holmes series out there, a new twist on the concept should appeal to viewers needing their fix while waiting for the next season of "Sherlock" as well as well as detective/drama viewers.

WHICH WILL BE THE MOST INTERESTING TIME SLOT TO WATCH HOW VIEWERS RESPOND THIS FALL? WHY?

Tie between Tuesday and Sunday at 9 p.m. In both cases, the schedules have substantially changed. On Tuesday night, *NCIS: LA* and *New Girl* are both strong shows and should each win the time period depending on the demo, but, it will be interesting to see the impact of the 3 new entries - Charlie back on conventional TV in Canada with *Anger Management*, Meryl Streep's daughter in *Emily Owens MD* and *Go On* with Matthew Perry's return to TV. The most interesting show to watch would be *Revenge* - it will be interesting to see how well this sophomore show does replacing *Desperate Housewives* in the U.S. and as a strong entry for Rogers on what has been traditionally a lower viewing night for them.

WHAT TYPE OF SHOW DO YOU THINK SHOULD BE ADDED TO ANY OF THE SHAW MEDIA SCHEDULES?

I think it's the quality that counts more than the genre - good cast, good writing/production values, good flow within the schedule...

WHY DO YOU FEEL THAT VIDEO CONTENT IS STILL THE BEST WAY TO REACH YOUR CONSUMERS?

Sight is one of our most dominant senses and engages the viewer immediately - interactions allow you to connect with the viewer and create that emotional attachment. If you can create that relationship with the viewer so that they're engaged and care about the characters in the show, that receptivity should extend to your product as well. Our research has shown that higher rated programmes tend to have less turnover within the show because the viewers are more engaged and do not want to miss a minute of their favourite shows.

WHO WOULD YOU BE, IF YOU COULD BE ANY SHAW MEDIA CONTENT CHARACTER? WHY?

As a buyer, I would probably want it all - to be able to renovate like Bryan Bauemler or Scott McGillvray, cook (and eat) like a *Top* or *Iron Chef*, decorate like Candice, Samantha Pynn or Sarah Richardson, sing like the cast of *Glee*, keeping surviving in exotic places like Jeff Probst, be as fit as the cast of *Chicago Fire* or a graduate of *Last 10 Lb's Bootcamp*....

HOW DO YOU DESCRIBE YOUR PROFESSIONAL SELF?

Someone that cannot except status quo. Someone who wants others to succeed as the benchmark of being a successful leader. Someone that understands that knowing when and how to change course is the only way to navigate through an ocean of uncertainty that is the challenge we all face in the "new economy."

WHAT DO YOU LIKE ABOUT YOUR JOB?

Being in a position to drive growth for clients without being shackled to "traditional" ways of doing things simply because that is the way it has been done previously. The new thinking and culture of questioning everything that differentiates the MediaCom approach is invigorating. Seeing others embracing change is highly fulfilling.

DESCRIBE ONE OF YOUR GREAT CLIENT CAMPAIGNS WHICH UTILIZED SHAW MEDIA ASSETS. WHY WAS IT DEEMED SUCCESSFUL?

WHIRLPOOL. Leveraged HGTV talent (host of *Summer Home*), Samantha Pynn, as a spokesperson in custom TV & Web ads running across Shaw networks plus as a content source for Whirlpool's Canadian Facebook page – Sam responds to viewers' questions about design, offers ongoing tips, and hosts a contest to win appliances plus a design consultation with her.

Successfully executed by MediaCom MBA (Media Beyond Advertising). It hit strategy with a fully holistic communication piece, engaging the viewer across both paid and social media. Shaw talent (Samantha Pynn) being the constant thread as the viewer moves from broad awareness to engaging 1 on 1.

WHAT DO YOU HOPE YOUR TEAM WILL BE ABLE TO DO MORE OF IN THE FUTURE?

Be thoroughly prepared to thrive in the digital economy. My task is to ensure everyone comes on the journey as this is truly the most exciting yet challenging time to be an Investment Negotiator.

IF YOU HAD A MAGIC WAND, WHAT WOULD YOU CHANGE ABOUT THE MEDIA BUSINESS?

The word media disappears and is replaced by consumer as we are in the consumer business and paid media is only a part of the way we reach and engage that consumer in a world where content has fewer boundaries and consumer has a plethora of real time choices for content activation in whatever form they choose.

WHAT ARE THE QUALITIES OF A GREAT SALES REPRESENTATIVE?

Active listening and offering business solutions not just thinking of the day, week or monthly sales target. You will find that white boarding for solutions will turn up remarkable opportunities for revenue growth.

IS THERE SOMETHING THAT THE SHAW MEDIA SALES TEAM COULD DO FOR YOU OR YOUR CLIENTS THAT WE ARE NOT CURRENTLY DOING?

Active listening and offering business solutions not just thinking of the day, week or monthly sales target. You will find that white boarding for solutions will turn up remarkable opportunities for revenue growth.

ON WHICH DEVICE DO YOU MOST OFTEN WATCH YOUR FAVORITE SHOWS? WHY?

iPad or broadband for YouTube, TV for sports



Michael Neale

Chief Investment Officer

MEDIACOM



WHEN YOU MISS YOUR FAVORITE SHOW, HOW DO YOU CATCH UP? PVR, ON LINE, VOD?

Tend to use Youtube (online) as a search engine and find more than enough content, do not own a PVR.

PICK WHICH NEW GLOBAL SHOW HAS THE BEST POTENTIAL FOR TOP 10 STATUS.

I think *Elementary* has the best shot of being a success, and here's why:

- First it is in a simulcast position here in Canada.
- Has *Glee* as its lead in program.
- Pilot was good, the show wasn't too obvious and kept you guessing and entertained throughout until the end. The premise of the show is a modern day take on the cases of the private investigator with *Sherlock* living in New York City.
- Features actors Jonny Lee Miller as *Sherlock Holmes* and Lucy Liu as *Watson*.
- Could potentially fill the void for viewers who used to watch *House* on Global.
- Does not face stiff competition in the 10pm timeslot on Thursday night, it runs up against *The Mentalist* (CTV2), *Flashpoint* (CTV), *Scandal* (ROGERS) and *The National* (CBC).

WHICH WILL BE THE MOST INTERESTING TIME SLOT TO WATCH HOW VIEWERS RESPOND THIS FALL? WHY?

Wednesday Night – *Survivor* battles *X Factor* from 8-9pm. *Modern Family* should win the 9-9:30pm timeslot. At 10pm, new SHAW show *Chicago Fire* (fire fighters) debuts and is up against *CSI*, *Nashville* and *The Bachelor Canada*. I feel *Chicago Fire* can be a sleeper hit here in this period, sexy fire fighters, good looking cast. Has *CSI* finally run its course? Will Canadians watch *Bachelor Canada*? *Nashville* is also a new show airing on CTV2.

WHAT TYPE OF SHOW DO YOU THINK SHOULD BE ADDED TO ANY OF THE SHAW MEDIA SCHEDULES?

If money was not a barrier then obvious would be live sports content.

WHY DO YOU FEEL THAT VIDEO CONTENT IS STILL THE BEST WAY TO REACH YOUR CONSUMERS?

Video content can cross platforms and therefore drive incremental reach. It can be embedded to create a deeper rich media experience IE host of sync apps that are driving TV ad viewing to a more dynamic engaging experience through simultaneous 2nd screen IE iPad.

WHO WOULD YOU BE, IF YOU COULD BE ANY SHAW MEDIA CONTENT CHARACTER? WHY?

Bart Simpson. You never get old you are still funny and do the most stupid things and get away with it.

WHAT IS YOUR PERSONAL PASSION?

Doing something different every day. Learning new ways and ideas and applying to business (Malcolm Gladwell always a must read). Trying to run marathons.

KEY
CLIENT
PROFIE



Carol Cummings

Director of Television Services

MEDIA EXPERTS



**KEY
CLIENT
PRO
FILE**

HOW DO YOU DESCRIBE YOUR PROFESSIONAL SELF?

I don't think my "professional" self is any different than my "personal" self. I have always had a strong work ethic and an honest approach to everything I do.

WHAT DO YOU LIKE ABOUT YOUR JOB?

I have always had a passion for the TV medium and really enjoy interacting with people who share that passion.

DESCRIBE ONE OF YOUR GREAT CLIENT CAMPAIGNS WHICH UTILIZED SHAW MEDIA ASSETS. WHY WAS IT DEEMED SUCCESSFUL?

There was a specialty TV campaign for Kodak printers where we utilized program menus and program advisories in very effective and humorous ways resulting in a spike in printer sales. Also the Westjet 10 second seat sale campaigns airing on SHAW specialty channels always produce excellent results.

WHAT DO YOU HOPE YOUR TEAM WILL BE ABLE TO DO MORE OF IN THE FUTURE?

I think we are headed in that direction but to be able to buy a TV campaign using all available screens from the traditional to online to mobile to tablets to VOD, use apps to enhance the social buzz and be able to accurately measure all the elements.

IF YOU HAD A MAGIC WAND, WHAT WOULD YOU CHANGE ABOUT THE MEDIA BUSINESS?

I would change the audience measurement methodology into something more accurate and meaningful - ideally some form of measurement that could apply across all screens and would more closely reflect the reality of viewing commercial time.

WHAT ARE THE QUALITIES OF A GREAT SALES REPRESENTATIVE?

Someone who understands your business, is readily available and responds to your needs in a timely fashion.

IS THERE SOMETHING THAT THE SHAW MEDIA SALES TEAM COULD DO FOR YOU OR YOUR CLIENTS THAT WE ARE NOT CURRENTLY DOING?

Ultimately work on decreasing the amount of paperwork exchanged and promote a more direct contact with station avails and the whole booking contracting process. I know we have moved in this direction but there needs to be more inroads made to perfect these time consuming procedures.

ON WHICH DEVICE DO YOU MOST OFTEN WATCH YOUR FAVORITE SHOWS? WHY?

I watch primarily on my 42" flat screen TV because I enjoy the large screen experience.

WHEN YOU MISS YOUR FAVORITE SHOW, HOW DO YOU CATCH UP? PVR, ON LINE, VOD?

I have had a PVR for many years and rely on it heavily to record all of my "must watch" shows. I do most of my viewing on my time rather than when shows are actually airing. If I do miss something I will catch it on VOD.

PICK WHICH NEW GLOBAL SHOW HAS THE BEST POTENTIAL FOR TOP 10 STATUS

I think *Elementary* stands a good chance as it really doesn't have any major competition in its current time slot and I think there is good chemistry between the lead characters.

WHICH WILL BE THE MOST INTERESTING TIME SLOT TO WATCH HOW VIEWERS RESPOND THIS FALL? WHY?

Wednesday night at 10pm will be interesting as there are so many offerings – all good programming. There will definitely be a showdown between the hunky men on *Chicago Fire* and the catfights on *Nashville*.

WHAT TYPE OF SHOW DO YOU THINK SHOULD BE ADDED TO ANY OF THE SHAW MEDIA SCHEDULES?

On a personal level I have never been a fan of reality shows but I see the attraction from a broadcasters viewpoint trying to minimize production costs. Give me a one hour show I can get totally engaged in like *The Firm*, *andTouch*. All good quality productions. I loved the mini series *Bomb Girls* and am delighted to see it is returning.

WHY DO YOU FEEL THAT VIDEO CONTENT IS STILL THE BEST WAY TO REACH YOUR CONSUMERS?

The numbers bear that out. You just can't compete with the attributes that TV has to offer.

WHO WOULD YOU BE, IF YOU COULD BE ANY SHAW MEDIA CONTENT CHARACTER? WHY?

Cesar Millan – *The Dog Whisperer*. Just to be around all those wonderful creatures all the time would be heaven.

WHAT IS YOUR PERSONAL PASSION?

Animals – having them, working with them, playing with them.





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